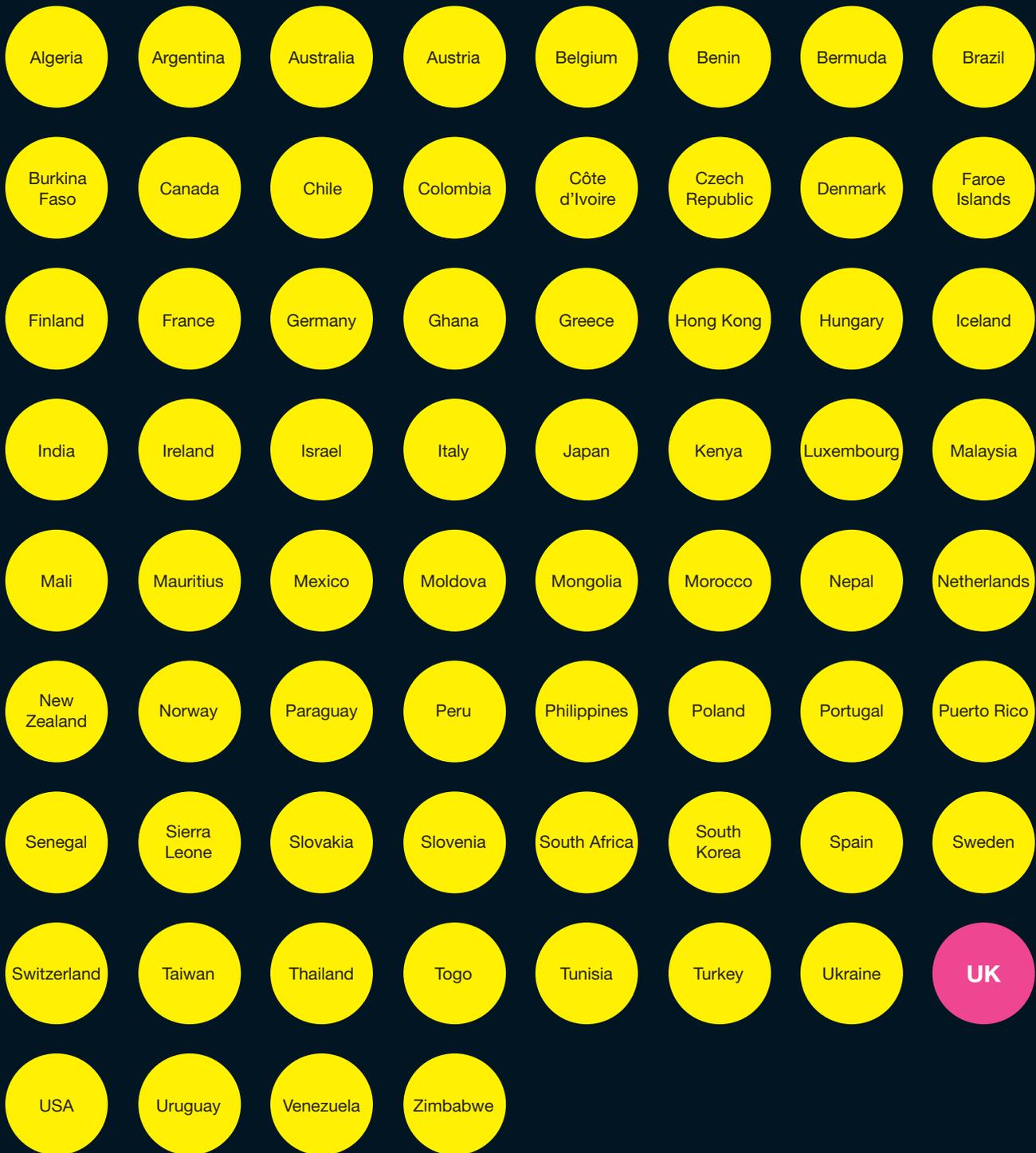


2012



Annual Report

Amnesty International UK



Amnesty International UK
is one of 68 national entities
in the Amnesty International
movement

About this report

Our annual report provides an overview of Amnesty International UK and Amnesty's work, from 1 January to 31 December 2012.

This report aims to show our stakeholders how our organisation is governed, managed and funded, the nature of our work and the extent of our impact. The report covers the combined activity of two legal entities:

Amnesty International United Kingdom Section, a limited company registered in England (number 01735872), which undertakes campaigning work in the UK.

Amnesty International (UK Section) Charitable Trust, a charity registered with the Charity Commission for England and Wales (number 1051681), in Scotland with the Office of the Scottish Charity Regulator (number SCO39534) and a limited company registered in England (number 03139939), which funds some of the projects undertaken both in the UK and globally.

We refer to these two entities as Amnesty International UK (AIUK).

Amnesty International UK is one of 68 national entities in the Amnesty International movement. For information on activity elsewhere in the world, please visit www.amnesty.org

CONTENTS

- 01 About this report
- 02 Forewords from the chair and director
- 04 About us
- 06 Our strategic direction
- 08 Spotlight

10

OUR HUMAN RIGHTS WORK

- 12 Working internationally
- 14 Individuals at risk and human rights defenders
- 18 **Focus** Middle East and North Africa
- 21 **Focus** Arms Trade Treaty
- 24 **Focus** Forced evictions
- 27 **Focus** Human rights in the UK

FOCUS

30

GROWTH

- 31 Fundraising
- 34 Awareness raising
- 36 Human Rights Education
- 38 Activism

42

OUR ORGANISATION

- 44 Structure and governance
- 46 People and policies
- 52 Finance
- 54 Financial commentary
- 56 Financial statements

- 60 More about this report

FROM THE CHAIR



It is my pleasure to introduce Amnesty International UK's 2012 Annual Report.

I am honoured to serve as chair of AIUK. It is a position I have held now for two years, having been an active Amnesty member for 12 years. The Amnesty movement is built on and depends on the dedication and energy of its active supporters for all the work that it does. We are ordinary people who take time out of our lives to campaign, fundraise and govern the Amnesty movement in the UK and globally. In the UK we have 218,000 supporters and I would like to take this opportunity to pay tribute to each and every one of them for all that they do to protect human rights and to save lives across the world.

AIUK is a key part of the global Amnesty International movement. Amnesty International was founded here in the UK in 1961. Now, 51 years on, AIUK is one of the largest sections of Amnesty, and the movement as a whole has a presence in 150 countries with over three million members worldwide. We are the world's leading human rights movement, and are all the stronger for being a vibrant, democratic movement of ordinary people. We are truly a global community and a force for positive change for people across the world.

Since 2009 the international movement of Amnesty has set itself on a course to increase our presence in the global south and east. And rightly so. Despite our attempts to increase Amnesty's presence in the countries where human rights are often most at risk, we have struggled to build our presence there. This impedes our campaigning legitimacy in countries where Amnesty's voice could add so much to people's struggle for human rights, and it impedes our ability to influence effectively within today's geo-political landscape. To effect change today we need to be able to influence governments in India and Brazil just as much as those in Europe and America.

For this reason, the movement decided democratically at its highest decision-making body, the International Council Meeting, that sections such as AIUK should increase the percentage of our income that we contribute to the international movement to 40 per cent by 2021. This will mean that we will increase the amount of money Amnesty spends in the global south from £11.2m now to £44.4m in 2017 in order to increase our human rights

impact. We are already seeing some of the impact of our investment in the global south. Our newly established India section recruited more than 110,000 people between August and October 2012, and is starting to make its campaigning presence felt.

Although AIUK's members continue to support and fundraise for Amnesty with huge commitment, we are unlikely to be able to increase UK income significantly over the next few years, given the current economic outlook. We cannot count therefore on growing our way to meet our increasing international commitments and so we need to reduce the work we do in the UK in order to help fund the growth in the international movement. In May 2012 we set ourselves the target of finding recurrent savings of £2.5million (around 10 per cent of our overall budget). While we will reduce our size, and in so doing may sadly need to make some staff redundancies in 2013, we intend to reorganise our staffing structure so that AIUK will remain an effective campaigning and activist organisation and will remain the largest section within the Amnesty movement.

The requirement to make these savings has meant that 2012 has been a challenging year for AIUK, and in particular for our staff. I would like to pay tribute to the staff and members of AIUK who have continued to work with passion, commitment and diligence for human rights throughout this time. The breadth and depth of their campaigning work is evident throughout this report, and I thank everyone who has played a part in AIUK's work for human rights in 2012.

To that end, I leave the last word to Egyptian human rights defender, Azza Hilal Ahmad Suleiman: 'One thing that gives us hope is support and solidarity from regular people. The amount of messages I received from Amnesty members and activists gives me a lot of hope despite all the challenges.'

Ciarnan Helferty

Ciarnan Helferty

To effect change today we need to be able to influence governments in India and Brazil just as much as those in Europe and America

FROM THE DIRECTOR



I have been privileged to see our work at first hand, and to spend time with members across the UK working together to achieve change for human rights

2012 has been a challenging year for AIUK, and I would like to add my thanks to our staff and members who have continued to work so hard for human rights at a time when we have to make significant cuts to our budget in the UK. The cuts here are painful but they are part of a broader, long-term global strategy. In future, as now, we will target our efforts where the influence of the UK government and the UK population can have the greatest impact. In future the contribution of the AIUK section will be felt even more keenly as part of a more integrated, more powerful and truly global movement of people who passionately believe that together we can achieve extraordinary changes.

Amnesty is its members. In difficult times, as in good, Amnesty members provide the strength and support to drive us forward to keep on changing the world for the better. This year, as in each of my 13 years as director of AIUK, I have been privileged to see our work at first hand, and to spend time with members across the UK working together to achieve change for human rights.

Our work in 2012 in pursuit of an arms trade treaty is a prime example of this. The UK government has played a vital role in supporting the introduction of an international arms trade treaty and this is in no small part due to our unstinting campaigning in the UK, and notably the influence of Amnesty members making direct contact with their local MPs.

I have seen at first hand the impact of the uncontrolled arms trade. Nowhere is this more apparent than in Afghanistan which is a country awash with weapons. I spent time in March 2012 in Kabul with our Afghan researcher and several women's organisations. It was an experience I will never forget. In Afghanistan, women and girls continue to face widespread discrimination, domestic violence, and abduction and rape. They continue to be trafficked, traded in settlement of disputes and debts, and forced into marriages, including under-age marriages. We are calling for an end to violence against women in Afghanistan and for women's full and meaningful participation in all peace processes.

Much like the arms trade treaty, our campaign for women in Afghanistan will require patience and tenacity. We will not see immediate results, but we will keep campaigning as we always do and will not give up. And when we are frustrated by lack of progress, we draw strength from the fact that we know that our campaigning and solidarity with human rights

defenders does make a difference, and does yield results. We had the most extraordinary example of this in 2012 with the release of hundreds of Burmese prisoners of conscience, Aung San Suu Kyi's election to the Burmese Parliament and her ability to travel from Burma. Aung San Suu Kyi, who had spent most of the last 24 years under house arrest, was undoubtedly the world's most famous prisoner of conscience. Amnesty members globally had campaigned relentlessly for her and her many fellow prisoners of conscience for many, many years. At times it seemed impossible that change could come, but it did. In May 2012 Amnesty researchers entered the country for the first time in nine years. They returned with reports of a society that has set out on the road to human rights reform, but that still has a long way to go.

I was extremely privileged to meet both Daw Suu when she came to London and the Burmese comedian Zarganar, for whom we also campaigned and who appeared at our Secret Policeman's Ball in New York. Such moments are precious. As are the words of Daw Suu: 'Amnesty International... has helped us to keep our small wick of self-respect alive, you have helped us to keep the light and we hope that you will be with us in the years to come, that you will be able to join us in our dreams, and not take either your eyes or your mind off us, and that you will help us to be the country where hope and history merges.'

We will not take our eyes off Burma. We will not take our eyes off Syria, Afghanistan, Zimbabwe and anywhere where human rights are at risk. As a member of the Global Management Team I help to lead and develop the global movement of Amnesty. Moving more resources to the global south and east is undoubtedly challenging for us and we must equally seek to maintain the strength of our presence in the global north. AIUK is a strong and influential section within the Amnesty movement and will remain that way. We have much to be proud of and a vibrant network of activists throughout the UK whose dedication and commitment never fails to inspire.

A handwritten signature in black ink that reads "Kate Allen".

Kate Allen

ABOUT US

Who we are

Amnesty International is a movement of ordinary people from across the world standing up for humanity and human rights. Our purpose is to protect individuals wherever justice, fairness, freedom and truth are denied.

Our vision

A world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments.

Our mission

To undertake research and action focused on exposing, preventing and ending grave abuses of these rights.

Our values

- International solidarity
- Effective action for individuals
- Global coverage
- The universality and indivisibility of human rights
- Impartiality and independence
- Democracy and mutual respect

If the feelings of disgust all over the world could be united into common action, something effective could be done.

Peter Benenson, founder of Amnesty International, 1961

The UK context

Economic pressures

Global recession, compounded by economic stagnation and inflationary pressures, creates a difficult environment for fundraising.

Hostility to human rights

Political and media attacks are turning public opinion against the legal protection of human rights in the UK. Calls for reform or replacement of the Human Rights Act are fuelled by inaccurate reporting of court decisions and widespread 'urban myths' about its impact.

Political scene

The poor state of the UK and world economies dominates UK politics, while foreign policy is driven by trade, security, engagement with emerging powers and tensions within the European Union.

Demographic change

Over the last 25 years the percentage of the UK population aged 65 and over increased, from 15 per cent in 1985 to 17 per cent in 2010 (up by 1.7 million people).

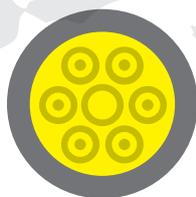
Impact and accountability

The demand for transparency and accountability permeates all parts of society. People expect openness and accountability; they also demand evidence and proof over unsubstantiated promises.

The world we work in

Your political passion has united people of different languages, cultures, and ways of life. Thank you for this miracle...

Nadezhda Tolokonnikova from the protest group Pussy Riot, in a letter from prison, September 2012



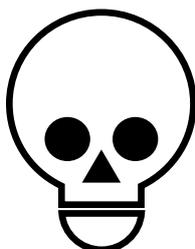
Arms

- **Half a million people** die every year as a result of armed violence.
- The volume of international transfers of major conventional weapons was **17 per cent higher** between 2008 and 2012 than in the preceding five-year period.

The death penalty

The trend towards abolition continues. 140 countries worldwide have now abolished the death penalty in law or practice. But, in 2012:

- Executions could be confirmed in **21 countries** (the same number as in 2011) and at least **682 executions** took place.
- **58 countries** imposed death sentences (down from 63 in 2011).



Freedom of expression

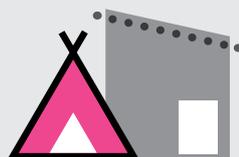
In 2012

- **89 journalists, 6 media assistants and 48 online communicators and citizen journalists** were killed for carrying out their work.

Gender inequality

In 2012

- Women held only **one-fifth** of parliamentary seats worldwide.
- In developing countries, women's participation in the labour force ranges from **21 per cent** in the Middle East and North Africa to **71 per cent** in East Asia and the Pacific.
- **187 states** are parties to the Convention for the Elimination of All Forms of Discrimination Against Women.



Informal settlements

- Around a third of the urban population in developing countries, **nearly 1 billion people**, now live in slums.



Poverty

- Nearly **1.3 billion** people live below the extreme poverty line of \$1.25 a day. Another **2.6 billion** live on less than \$2 a day.
- **One in eight** people suffer chronic hunger.

Displaced people

- Globally, there are around **11 million** refugees and asylum seekers, and about 30 million internally displaced people.
- 145 states are parties to the UN Refugee Convention.



Torture

- People were tortured and otherwise ill-treated in at least **112 countries** in 2012.



Maternal health

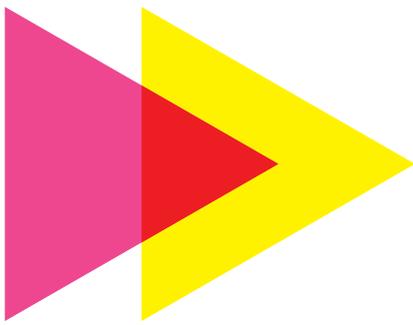
- Around the world the maternal mortality ratio (per 100,000 live births) ranges from **2** in Estonia to **1,100** in Chad.



LGBT

In 2012

- **78 countries** out of 193 had legislation criminalising same-sex consensual acts between adults.



OUR STRATEGIC DIRECTION

Our work over the medium term is framed by our strategic direction 2011-2016, which is in turn based on the integrated strategic plan of the Amnesty International global movement. For the full text of our strategic directions see www.amnesty.org.uk/accountability

Key challenges

The key challenge for the global movement is to achieve significant and sustainable growth in the global south and east, where Amnesty International's presence has been too small for too long. Such growth is essential for the organisation's long-term relevance and human rights impact. To achieve this, Amnesty's International Council Meeting decided that larger sections such as AIUK should increase their annual contributions to the global movement from 30 per cent of their income in 2010 to 40 per cent by 2021.

For Amnesty International UK, the key challenge is to increase our financial contribution to the global movement to enable its growth, while maintaining our campaigning work in the UK. Initially, we hoped to achieve this by increasing our income by 6 per cent a year between 2011 and 2016. By 2012, however, despite managing to achieve growth in a difficult economic climate, we were not meeting our 6 per cent targets. In order to meet our obligations to the international movement we had to also make cuts to our ongoing operational costs. Nevertheless, we continue to develop a stronger fundraising focus in our work, with the understanding that fundraising and campaigning are mutually supportive.

The work of Amnesty International UK focuses on six key strategic directions.

1

Pursue and achieve **human rights change** through vibrant, focused campaigns

See priorities



2



Increase net **income** in order to support Amnesty's growth in the global south and to maintain the campaigning effectiveness of AIUK

See priority



3

Increase our ability to **raise awareness and educate** in order to achieve human rights change within the UK and internationally

See priority



4



Shape and deliver a more **effective global movement**

See priority ▲

5

Build the size, vibrancy and effectiveness of **support for Amnesty** in the UK

See priority ▲



6



Become more **efficient and effective** as an organisation

See priority ▲



OUR TOP 5 PRIORITIES 2012

● Middle East and North Africa

Human rights reform in Egypt, Syria and Libya leading to increased freedoms, increased accountability for victims of human rights abuse and wider participation in political processes for the peoples of the region

See page 18

● Arms Trade Treaty

A strong, comprehensive and effective international Arms Trade Treaty that will help reduce the transfer of weapons where there is a substantial risk of fuelling armed conflict, poverty, or serious violations of human rights

See page 21

● Forced evictions

An end to the threat of forced evictions for specific communities in Kenya, Nigeria, Egypt, Serbia, Romania and the UK

See page 24

● Human rights in the UK

Defending and strengthening human rights protection in the UK and the devolved administrations in the face of political challenge and negative media coverage

See page 27

▲ Growth

Increasing our income, building support in the UK for human rights and Amnesty's work, and supporting Amnesty sections in key strategic countries to build their skills and expertise in human rights work

See page 30

SPOTLIGHT

Protecting refugees

Amnesty aims to bring about a fair and effective asylum system in the UK. In October, the UK government attempted to force a refugee to return to war-torn Syria, against the advice of the UN refugee agency. The removal was halted at the last minute only after Amnesty International UK intervened in the case. In December, the Upper Tribunal (Immigration and Asylum Chamber) issued a 'country guidance' decision that no asylum-seekers should be forcibly returned to Syria because of the risks they would face there.

No lasting peace can be achieved after conflict unless the needs of women are met – not only justice for the victims of crimes of war, but their active involvement in creating a society in which their rights are respected and their voices are heard.

**British Foreign Secretary
William Hague, October 2010**

Gender

We have made progress in building gender mainstreaming into all of our work. We have produced an equality and diversity policy and are carrying out equality impact assessments on all our policies and projects. Almost every team across the organisation has taken action to mainstream gender equality in what they do. See also page 49.

Human rights is our business

Legal proceedings in India continued to deny Vedanta Resources licences to mine the Niyamgiri Hills in Orissa and to expand their nearby refinery. The mining and refinery project threatens the rights and livelihood of the Dongria Kondh Indigenous People and other local residents. Amnesty International's most recent briefing *Vedanta's Perspective Uncovered – Policies cannot Mask Practices in Orissa*, published to coincide with Vedanta's AGM in August 2012, helped to keep up the pressure on the company and the Indian government.



© Sanjit Das

Dongria Kondh people in Salpojola Village in the Niyamgiri Hills

Defending women's rights

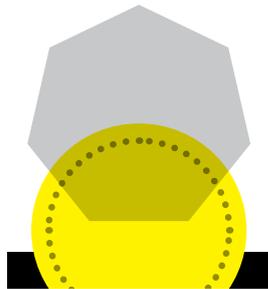
Amnesty champions the rights of women and girls around the world. Following lobbying, including questions raised in parliament, on the situation facing Afghan women, the influential International Development Committee for the first time supported our call for women's rights to become a priority in the UK government's plans for Afghanistan.



© AP

Young Women for Change stage Afghanistan's first demonstration against sexual harassment, Kabul, April 2012

Raising money for human rights



Everything we do depends on the hard work of our fundraisers and the generosity of our supporters. We raised a total of £24.7 million for human rights work in the UK and across the world. Most of this came from individual membership fees and supporter donations, including £714,000 from activists' fundraising.

Discriminatory speech and laws are on the rise again... We hope this proud Pride will be an encouragement to us all, and particularly our friends further east, to continue demonstrating that human rights are for all irrespective of sexual orientation or gender identity.

Lars Normann Jørgensen,
secretary general of Amnesty International Denmark

Baltic Pride

Our Lesbian, Gay, Bisexual, Transgender and Intersex Network exposes human rights abuses and challenges governments to protect LGBTI people. In June 2012 Amnesty activists from 16 European countries joined LGBTI activists from Baltic countries in a Pride march in Riga, Latvia (pictured). Cooperation between the authorities and civil society enabled the event to push through in the face of homophobic protests and intimidation.



Innovative campaigning

More than 13,000 people used their phones to ask the Russian authorities to release members of punk band Pussy Riot. Our SMS action network, Pocket Protest, enables supporters to send appeals by text message: they can then add their name to a petition or an Urgent Action by texting us a single specified word. More than 50,000 campaign appeals were sent through Pocket Protest in 2012 and by the end of the year the network had 18,220 members.



©AI

Launch of a hot air balloon above Kibera, Kenya

Building Amnesty across the world

Amnesty International UK works to build the global Amnesty movement. We contributed £7.84 million to the international Amnesty movement. This helped to fund 140 research projects undertaken by the International Secretariat, as well as efforts to help build the Amnesty movement in the global south. We also helped Amnesty India to obtain funds for its running costs, and secured a grant of almost £400,000 for Amnesty Kenya's work in support of communities threatened with forced eviction.

Open information policy

We are committed to being transparent in all our work and relationships and being accountable to all our stakeholders. We have therefore made it clear and easy for anyone to find out about what we are doing. Our new open information policy sets out what information you can get from us and how to get it. The basic principle is that we will make all information about our work available unless there is a good reason not to. See page 50 for more details.



OUR HUMAN RIGHTS WORK

Our human rights work aims to end the abuse of human rights across the world by working in solidarity with the women, men and children directly affected by that abuse. All the work our members and supporters do – from lobbying and media work to fundraising, human rights education and running our organisation – ultimately contributes to that goal.



A belief that change is possible is at the heart of our campaigning work. We know that every person, from a prime minister to a student in a classroom, can transform lives through the actions they choose to take. Using high quality research, political lobbying, the media, and public mobilisation and activism, our campaigns aim to create a powerful and engaging force for change, motivating people to insist on a world where human rights for all are respected and protected.

The main content of this chapter focuses on individual casework and our four priority campaigns for 2012.

The core of Amnesty's human rights work has always been the defence of people whose rights are being abused or denied. This work is led by the Individuals at Risk and Human Rights Defenders programmes (page 14), focusing on specific cases and increasing the freedom and ability of those defending individuals at risk to operate effectively and safely, working with key activists to mobilise the Amnesty membership.

We work to ensure that governments and other entities meet their responsibility for upholding human rights. In doing so, we take on a range of human rights issues and a variety

of targets – most often governments, but also companies, and sometimes political parties and armed opposition groups.

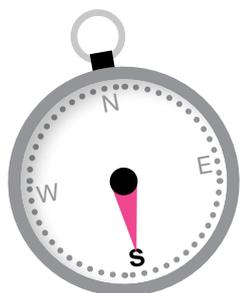
Our priorities in 2012 included our campaigns to control arms transfers and to end forced evictions. Both contribute to global campaigns of the entire Amnesty movement, and both address human rights issues that affect people across the world. Some of our campaigns focus on a country or group of countries, for example our work on the Middle East and North Africa. Most of our human rights work addresses issues beyond our own country, but in 2012, because of political and media campaigns to undermine human rights protection, human rights in the UK also became a priority campaign area for us.

Amnesty International UK is playing a crucial part in building support for Amnesty in influential countries such as India (page 13) and Brazil. Amnesty has members in all corners of the globe, but at present our largest national sections and the bulk of our membership are based in the global north. A large proportion of our income pays for international human rights research and lobbying. We support the work of new Amnesty offices in these countries by helping to raise funds and sharing our campaigning skills.

Amnesty campaigned hard on behalf of Russian punk band Pussy Riot.
© AI / Imran Uppal

A belief that change is possible is at the heart of our campaigning work

WORKING INTERNATIONALLY



At present, although Amnesty has members in all corners of the globe, its largest national sections and the bulk of its membership are based in the global north. To be a truly global movement, we need to redress the balance.

In 2012 Amnesty International embarked on a major programme of change. We are investing in growth in the global south and east, where dramatic political and economic developments have occurred. Over the next few years, in a decentralised process of 'Moving Closer to the Ground' we will move a significant portion of our resources out of London to create 10 new hubs around the world. We will build up our global membership and be in a position to more directly challenge human rights abuses, with a strong, visible presence in centres of strategic influence such as India and Brazil.

Over the next few years, we will move a significant portion of our resources out of London to create 10 new hubs around the world

Rapid economic development comes too often with large-scale abuses including police brutality, forced displacement, torture, and extrajudicial killings.

At the same time, people in many more countries are actively claiming their own rights and seeking redress for abuses. Governments with new-found geopolitical power can be lobbied from within to apply pressure to their regional neighbours and support human rights on the international stage.

Amnesty has an enormous opportunity to play a major role in reshaping the human rights discourse in India. But to do this, it will have to grow roots in India as a movement with a solid constituency of members across the country.

Ananth Guruswamy, director, Amnesty International India

With the democratic backing of our worldwide membership, we have begun to move closer to the ground, adapting to these global opportunities and finding new ways to build on the legacy created by the movement's groundbreaking work of the past 50 years. With several regional hubs and the first 'Pathfinder' pilots in Hong Kong and Johannesburg established in 2012, we have started expanding our constituencies and membership in the global south and east, and distributing staff and resources more evenly around the world.

Schoolchildren in Bangalore
© AP/Aijaz Rahi



Helping to build Amnesty in India

India's international influence is increasing alongside its rapid economic growth and industrial development. But the economic success story has left large parts of rural India relatively untouched: communities live in endemic poverty, while caste, gender and religious discrimination persist. Police torture is widespread, and social activists and human rights defenders face repression and harassment.

On the international stage, India has routinely put economic and strategic interests above human rights considerations, remaining silent, for example, on human rights violations committed by the Sri Lanka government in the war against the armed Tamil separatist movement.

Amnesty established a new permanent office in Bangalore, southern India, at the end of 2011 and in 2012 Amnesty UK was a key partner, helping Amnesty India to establish itself and start work. We organised a launch event at the House of Commons in London, attended by Amnesty India's director, to help raise awareness and funds for the new work in India. We went on to secure funds to enable the new office in Bangalore to operate. It now has a staff of 33, and three more based in Delhi. They work on research, campaigns focusing especially on the use of digital communications, fundraising, membership recruitment and human rights education. More than 110,000 people joined Amnesty India between August and October 2012.

Amnesty India's campaign priorities

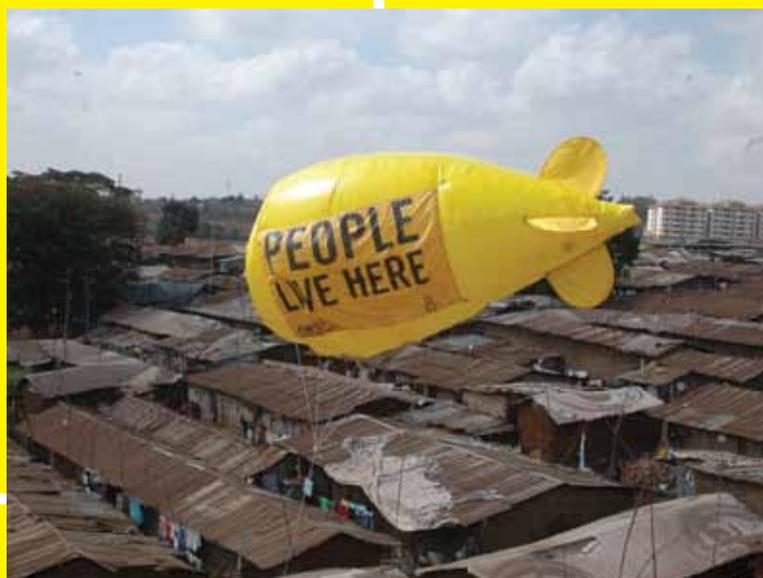
- Security and human rights in Jammu and Kashmir
- Sri Lanka justice campaign in Tamil Nadu
- Human rights friendly schools
- Arbitrary detention
- Holding companies to account

India

- Population **1,241.5 million**
- Life expectancy **65.4 years**
- Under-5 mortality **65.6 per 1,000**
- Adult literacy **62.8%**

■ Between 30% and 50% of the population live in poverty. At least 15% live in urban slums

Source: Amnesty International Report 2012



Supporting Amnesty Kenya's work on housing rights

In 2012 Amnesty UK worked closely with Amnesty Kenya to help secure funding for work with slum communities.

Together, we developed an interactive mapping tool for people in communities threatened with eviction. This will enable housing rights activists in Nairobi to record and share evidence about forced evictions by uploading it to an online map. As well as alerting local activists to imminent evictions, the information will be used to lobby local and national government to prevent evictions and improve security of tenure. It will provide an accurate picture of the scale and frequency of forced evictions in Nairobi to activists in Kenya and beyond. Amnesty UK secured grants of £30,000 for this project, and the training sessions were led by Amnesty Kenya and UK staff with other experts in the field. Press and policy staff from Amnesty UK went to Nairobi to give practical support and training to Amnesty Kenya staff.

Amnesty UK fundraisers also helped secure a grant of £400,000 from Comic Relief to support Amnesty's work to end forced evictions in and around Nairobi.

Residents and activists raise a huge balloon above Kibera settlement, Nairobi, March 2012 © AI

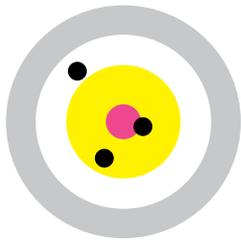
Working with Amnesty UK has been very important to our work in Kenya. Support from activists and staff in the UK has given a needed boost to activists on the ground and together with others has made our campaign against forced evictions in Kenya strong. **Naomi Barasa, Amnesty International Kenya**

Kenya

- Population **41.6 million**
- Life expectancy **57.1 years**
- Under-5 mortality **84 per 1,000**
- Adult literacy **87%**

■ More than half of Nairobi's population – 2 million people – live in informal settlements

Source: Amnesty International



INDIVIDUALS AT RISK AND HUMAN RIGHTS DEFENDERS

Improving the lives of individuals and communities whose human rights are denied is at the heart of all Amnesty's work. It is fundamental to our core values of action and solidarity as a movement of people. Through our casework we provide direct support to a diverse range of individuals at risk in many different circumstances, putting a human face to human rights violations and building support for change. We extend the number of individuals we can help by protecting and supporting the human rights defenders (HRDs) on the ground who play a key role in securing lasting human rights improvements.

16,000
people in the UK signed our global online petition for U Myint Aye

A new approach

In 2012 we decided to give this work a new emphasis. We would continue to raise awareness and take action in support of individuals at risk. But we would integrate the work of staff and activists more closely – staff playing an enabling role, supporting the campaign work of Amnesty's volunteer country coordinators and other activists. This would increase the number and range of our casework, and enable more focused support to HRDs acting in defence of individuals and communities at risk. We began the

shift to this new way of working in 2012. In 2012 we worked on 140 long-term cases, opposing human rights abuses ranging from denial of women's rights, to the death penalty and poverty-related abuses. A large number of cases were prisoners of conscience.

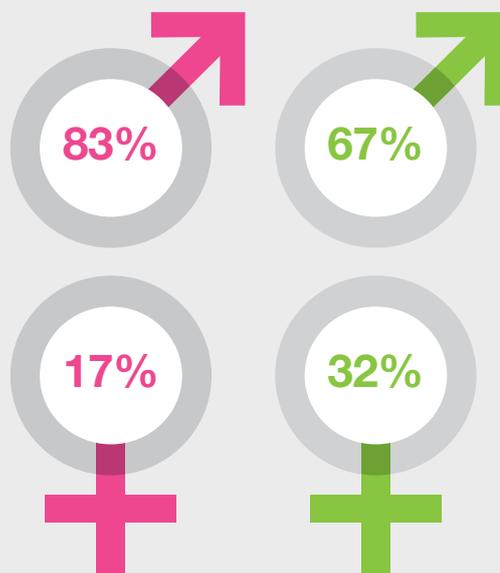
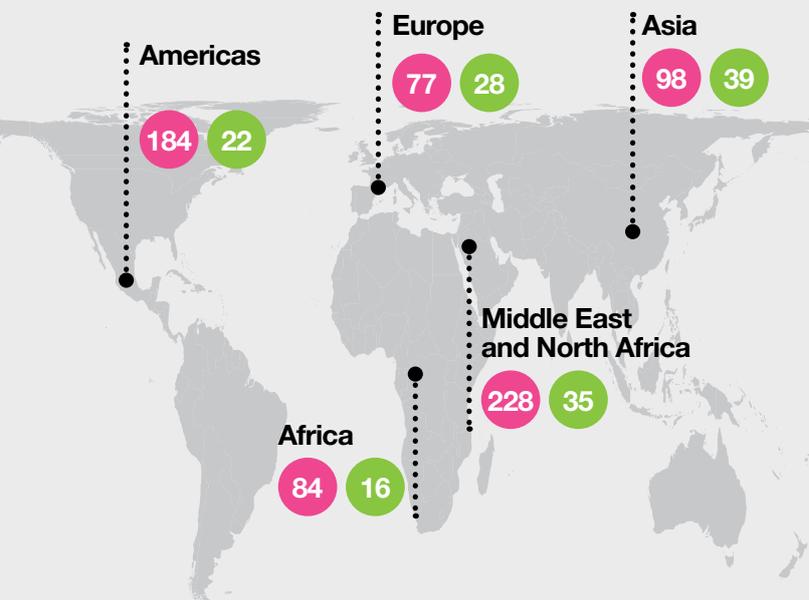
Burma breakthrough

It was in 2012 that years of dedicated campaigning by thousands of Amnesty supporters around the world finally bore fruit in Burma. A prisoner amnesty saw prisoners of conscience Khun Kawrio and Ko Aye Aung released in July. U Myint Aye, the focus of our campaigning at the 2012 Edinburgh Festival, was released in November. In 2012, more than 16,000 people in the UK signed our global online petition, contributing to the 67,400 signatures collected by 17 Amnesty sections worldwide. All the prisoners of conscience named in the petition were released last year, along with 650 political prisoners. And in 2012 Burma's best known democracy campaigner Aung San Suu Kyi was free to visit the UK as an elected MP in the Burmese Parliament following her release in 2010 from two decades of house arrest. See the map (page 16-17) for what happened in some of our other long-term cases.

671
Total number of Urgent Actions (UAs) in 2012

140
Total number of long-term cases the UK section worked on in 2012

Urgent Action cases		Long term cases	
Women	82	Women	38
Men	410	Men	81
Involving both	168	Transsexual	1
Unknown	11		



excluding mixed gender and unknown

Demonstration in Baku, Azerbaijan, March 2012 © AP



The Eurovision Song Contest, which in 2012 was hosted by Azerbaijan, provoked a crackdown on local activists – but also gave Amnesty an opportunity to put a media focus on human rights

£18,968 relief support provided by AIUK to individuals at risk and HRDs at risk who needed a break from their work or to leave a dangerous situation

Human rights defenders

Human rights defenders and civil society activists are key to achieving wider human rights change. By campaigning for and working with HRDs, Amnesty achieves a ‘multiplier effect’ in its human rights work: the defence of one HRD effectively supports the rights of the many people they work for. Our increased focus on defending HRDs provides strong opportunities in the context of Amnesty’s global strategy to decentralise, or ‘move closer to the ground’, to help strengthen the international human rights community and improve their operating environment.

The Eurovision Song Contest, which in 2012 was hosted by Azerbaijan, provoked a crackdown on local human rights activists, but also gave them – and Amnesty – an opportunity to highlight the state of human rights in the country. We contributed to the widespread UK

media coverage of the Azerbaijani government’s human rights record. We continue to support human rights defenders in Azerbaijan, some of whom were targeted for their awareness-raising activities during Eurovision.

Our work with human rights defenders includes helping them develop their skills and knowledge. For example, as well as running a training session for visiting women human rights defenders from Egypt (see page 20), we helped one Egyptian women’s organisation to develop an organisational security plan, locate literature on ethical approaches to conducting interviews about domestic violence, and obtain a chemical analysis of teargas used against demonstrators. We also provided digital security training for a Sudanese woman human rights defender.

We nominated four HRDs (from Egypt, Sri Lanka, Palestine and Zimbabwe) for Protective Fellowships at York University’s Centre for Applied Human Rights. The Protective Fellowship is essentially a study-break in a safe country. It gives HRDs a period of respite from the stresses of working under threat, and an opportunity to acquire knowledge and skills to take back to their work. All four nominations were accepted.

Through conferences organised in cooperation with other human rights organisations, we persuaded the UK government to take note of human rights defenders in its foreign and international development policy. For example, the UK government made support and protection for women HRDs integral to its G8 presidency initiative to address impunity for sexual violence in conflict.

Our members campaigned relentlessly for seven prisoners of conscience, the last three of whom – Htay Kywe, Mie Mie and Zaw Htet Ko Ko – were released in 2012... We do not intend to give up on Burma while human rights violations continue.

Reg Pyne, Welwyn Hatfield and East Herts Amnesty group

Thank you all so much, I will keep working for democracy and human rights development in Burma and in the Kayan region.

Khun Kawrio, released Burmese prisoner of conscience

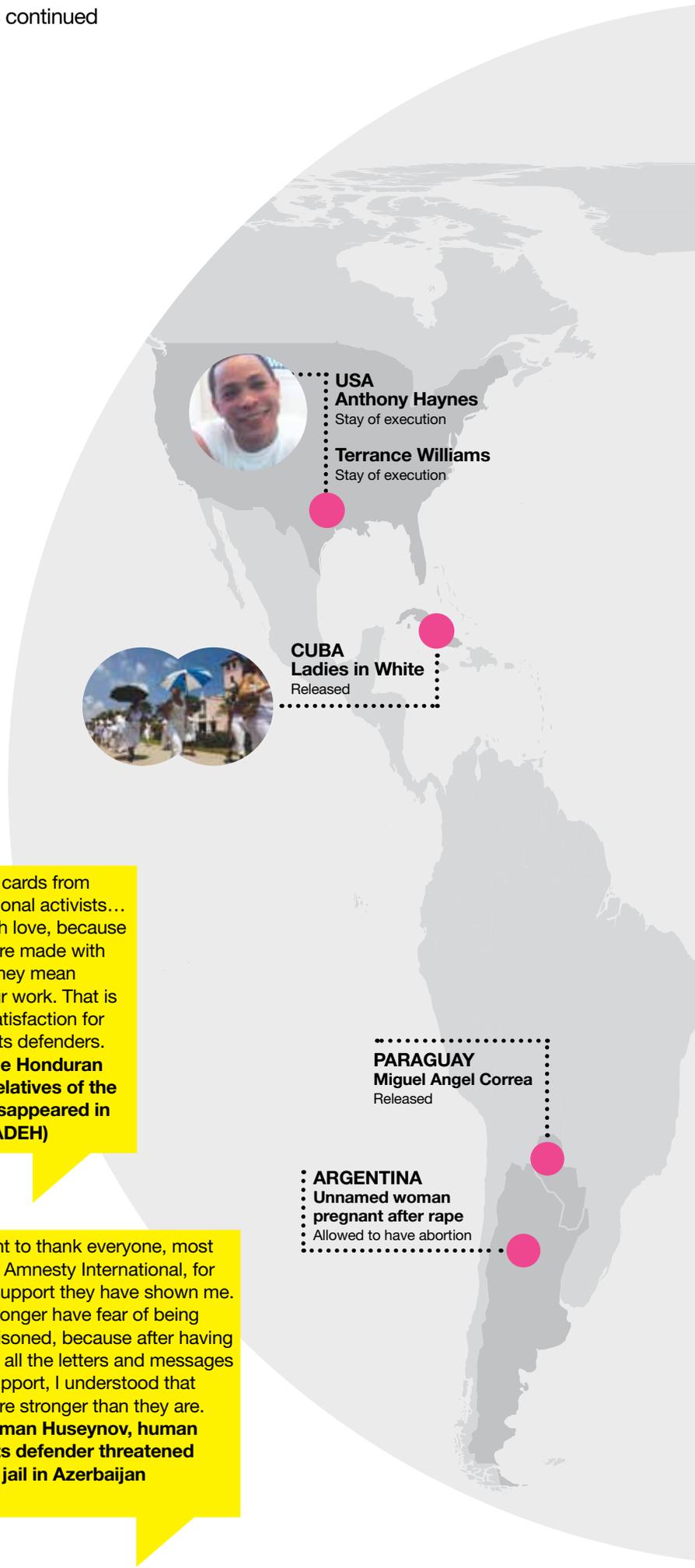
Urgent Actions

Alongside sustained campaigning for long-term cases, we continued to mobilise our Urgent Action Network to defend individuals and communities in imminent danger of torture, execution, forced eviction or other abuses. The network of nearly 14,000 UK activists and supporters acted in all of the urgent cases issued by the International Secretariat in 2012. The network took action on 348 new Urgent Actions and followed up with further action on 323 cases. A few of their successes are shown on this map.

Write for Rights

Activists in our local, student and youth groups sent cards in their thousands and there were 86,309 visits to the Write for Rights webpages. In this perennially popular campaign supporters can send greetings cards to people whose rights are being violated and their families. In 2012 we focused on 15 cases, asking supporters to send a solidarity message to the person concerned and write an appeal letter to the authorities.

Even when we do not immediately achieve the change we are hoping for, the powerful effect of these solidarity actions is evident in all the feedback we receive.



USA
 Anthony Haynes
 Stay of execution
 Terrance Williams
 Stay of execution

CUBA
 Ladies in White
 Released

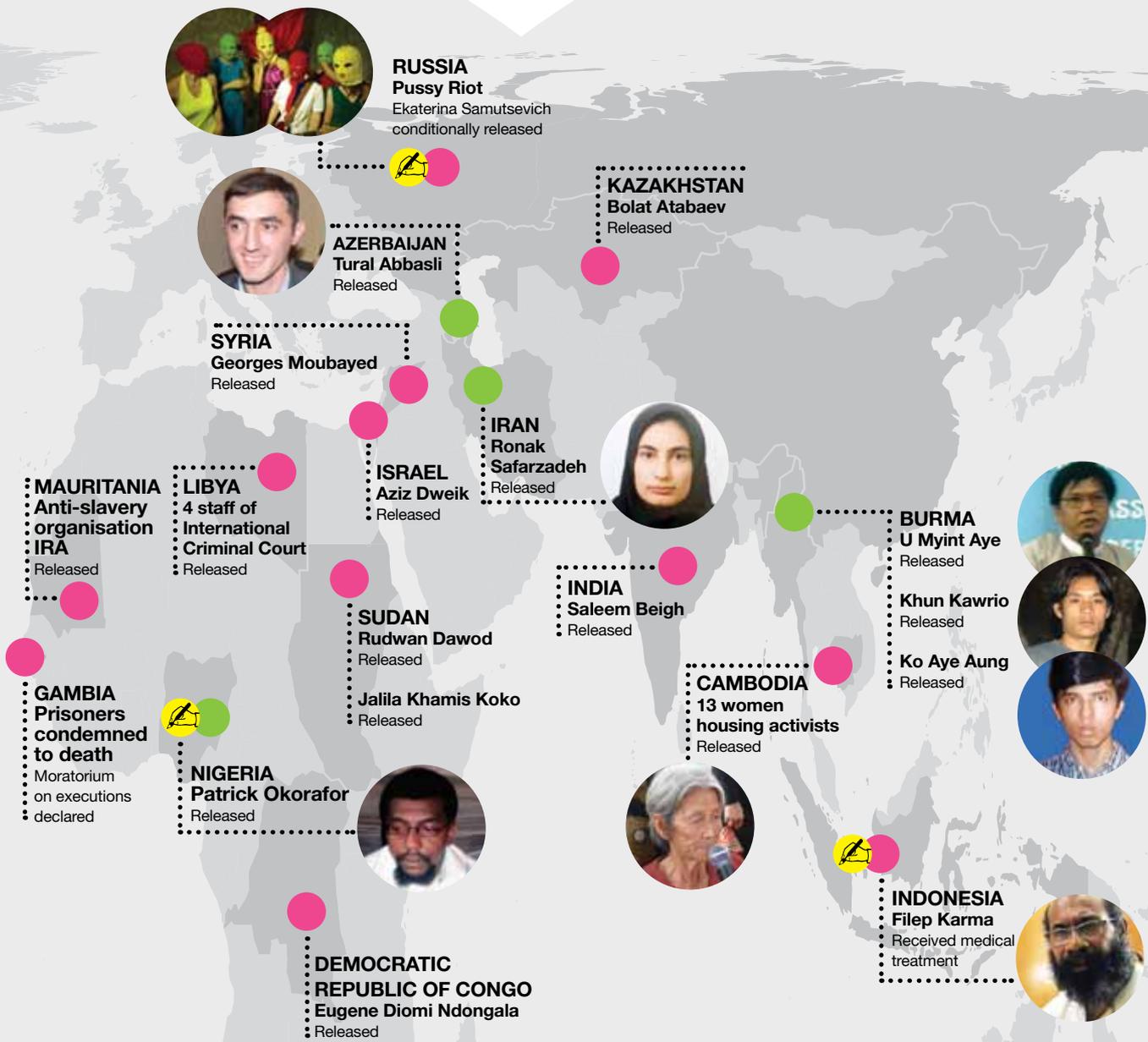
PARAGUAY
 Miguel Angel Correa
 Released

ARGENTINA
 Unnamed woman
 pregnant after rape
 Allowed to have abortion

When we receive cards from Amnesty International activists... we read them with love, because we know they were made with love for us. And they mean recognition for our work. That is a big source of satisfaction for us as human rights defenders.
Kenia Oliva of the Honduran Committee of Relatives of the Detained and Disappeared in Honduras (COFADEH)

One thing that gives us hope is support and solidarity from regular people. People are the only impetus for change. The amount of messages I received [from Amnesty members and activists] gives me a lot of hope despite all the challenges.
Azza Hilal Ahmad Suleiman, Egyptian protester, Write for Rights case

I want to thank everyone, most of all Amnesty International, for the support they have shown me. I no longer have fear of being imprisoned, because after having seen all the letters and messages of support, I understood that we are stronger than they are.
Mehman Huseynov, human rights defender threatened with jail in Azerbaijan



Casework map key

- Long-term cases
- ✍ Write for Rights 2011 or 2012
- Urgent Action

The map shows a selection of cases where we believe our work made a positive difference to the lives of individuals at risk in 2012. For more information about our casework see www.amnesty.org.uk/iar

FOCUS

MIDDLE EAST AND NORTH AFRICA

Across the Middle East and North Africa (MENA) region men and women are struggling to win their rights and freedoms, often in the face of violent repression. Amnesty aims to help people to achieve the human rights reforms they need to deliver increased freedoms, accountability for victims of abuses and greater participation in political processes. In 2012 we focused mainly on Syria.

Since the Tunisian Revolution in January 2011, uprisings have spread like wildfire across the region. In some cases, regimes have responded to the largely peaceful protests with extreme ferocity and violence leading to large scale loss of life and thousands of injuries. Success in achieving greater freedom and human rights has been mixed, but a new human rights landscape is emerging and along with it a sense of hope.

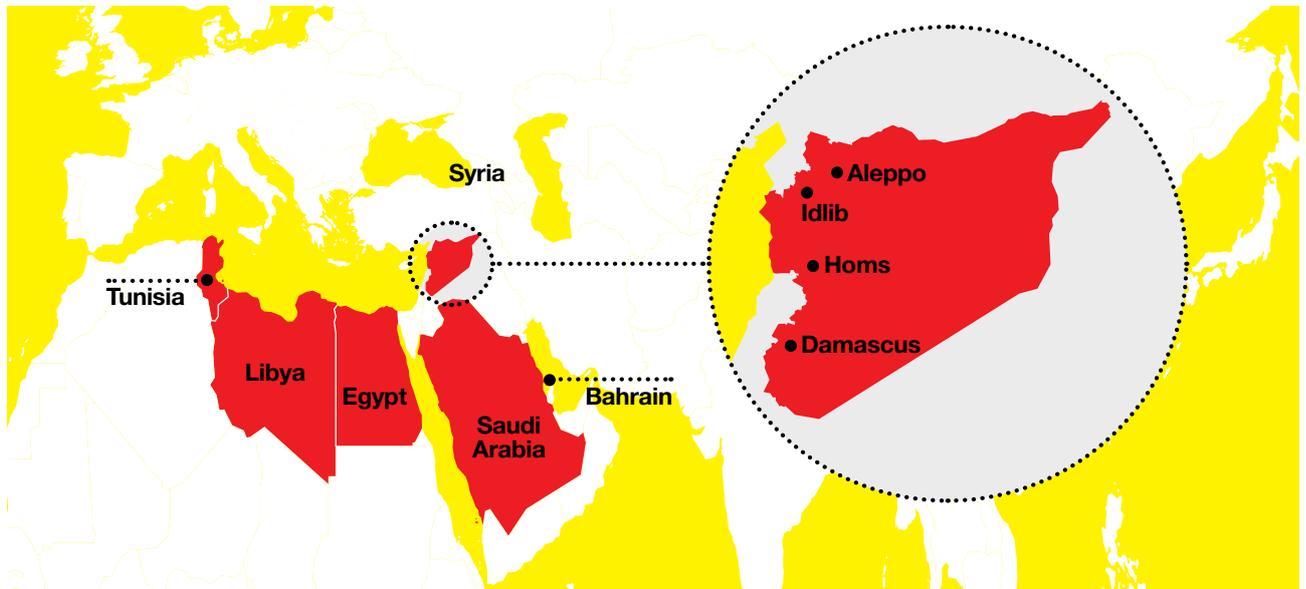
Where protests have already brought government concessions, we need to ensure human rights reforms are recognised and implemented. These include reforming laws

and institutions and changing practices to promote greater protection of the rights to freedom of expression and association, justice and accountability. We must also address the increased marginalisation and targeting of women human rights defenders (WHRDs). Women in the MENA region can face intimidation, harassment, torture and even death. The active participation of women in political transition processes is crucial to challenging human rights violations and securing human rights reform.

We wanted our work in 2012 to contribute to an increase in people's right to freedom of expression, leading to increased participation in national reform processes and an improvement in human rights for all parts of society. We wanted to support and work with human rights defenders to equip activists and individuals, particularly women, with the skills, resources and expertise to better advocate for their own human rights. We wanted to show solidarity with defenders across the region to empower them in doing their human rights work.

A man carries a boy badly injured during heavy fighting between Syrian rebels and Syrian Army forces in Idlib, north Syria
© AP/Rodrigo Abd





Focus on Syria

Early in the year we readjusted our work to focus on Syria because of the scale of the human rights crisis there. This meant cutting back our work on Egypt, Tunisia and Libya, although we continued to work in support of human rights defenders, and women human rights defenders in particular.

■ Demanding protection for civilians

To address the massive human rights violations committed by the Syrian government, we have worked to build pressure through the UN Security Council. Despite the obduracy of Russia, in particular, we have made some progress in our campaign for the situation in Syria to be referred to the International Criminal Court (ICC), crucial to ending impunity. The UK government was initially reluctant to support a referral, but Amnesty activists repeatedly asked their MPs to raise the issue, and William Hague finally warned the regime they would be held accountable for their actions. At the end of 2012, when 57 states called on the UN Security Council to refer Syria to the ICC, the UK was one of them.

More than 20,000 Amnesty supporters took action via our website to urge Russia to use its influence to stop the bloodshed in Syria. It was our most popular online action of the year. Donations from Amnesty supporters, meanwhile, enabled our International Secretariat to send a researcher to Syria to bring out first-hand information about the impact of war on civilians. For example, Amnesty International visited 26 towns and villages between 31 August and 11 September and carried out on-the-ground field investigations into indiscriminate attacks which killed 166 civilians (including 48 children and 20 women) and injured hundreds more.

■ Understanding and adhering to international humanitarian law

We knew from Amnesty research that Syrian armed opposition groups, as well as the

Syrian government, were violating human rights and the laws of war. So as well as urging armed groups under the banner of the Free Syrian Army to observe international humanitarian law, it was important for them to go beyond accepting it in rhetoric and apply it in practice. We lobbied the UK government to invest in building the capacity of the Syrian opposition to understand international humanitarian law and the consequences for them of ignoring their responsibilities. The UK and other authorities are now running training programmes for opposition leaders. Having persuaded some of the armed opposition groups to gain knowledge of the importance of international humanitarian law and ensured a means for them to do so, we hope to see the impact of our work in 2013.

■ Effective transition

From our experience with Libya we knew that we needed to prepare the ground for a post-conflict Syria which would be in a position to deliver to its citizens the freedoms, respect for political and civil rights, and social justice they have been fighting for. This meant making sure the parties to the conflict understood their responsibilities under international humanitarian law and also ensuring an effective transition.

Open and welcoming atmosphere, well thought out sessions. Gave me confidence in speaking and answering questions. A Syrian activist comments on Amnesty training

Below: Syrian activists with Amnesty trainers, May 2012. Amnesty's Active Learning Programme ran a training session in communications skills for 22 UK-based activists, with sessions on media work, lobbying and public speaking





Syrian activists like Reem al-Assil (pictured right at our 2012 Student Conference) have inspired Amnesty activists to support our work to end the suffering of civilians in Syria

Our strategy involved working with Syrian opposition leaders and Syrian activists in the UK, encouraging them to make human rights part of their vision for a new Syria. We also wanted to increase the profile of opposition activists advocating non-violence. We urged them to focus on four key human rights principles of equality and non-discrimination, the rule of law, disarmament, demobilisation and rehabilitation of combatants (including reform of the police and military), and human rights education.

In particular we worked with the Syrian Non-Violence Movement (SNVM), which condemns human rights abuses by all parties, and whose goal is a new Syria without discrimination. We have supported them and other Syrian activists with capacity building and campaign effectiveness training and have provided funding for UK-based demonstrations.

We have also started work to help secure funding to establish a human rights centre in Damascus when it is safe to do so. Representatives from SNVM addressed our AGM and spoke at the launch of the Amnesty International Annual Report 2012 in both London and Scotland. For the longer term, we are encouraging the Syrian opposition leaders and activists to focus on human rights education, which we hope will become part of a new curriculum. Throughout, we have reinforced women's rights, ensuring they were a key component in strategies and plans. We also met with senior opposition activists like Suheir Atassi from the General Commission for the Syrian Revolution and a vice president of the National Coalition and championing women's rights.

All of this work is long term, and some of it will have impact only once the transition is under way. But by building relationships with activists and opposition leaders we will be in a better position to influence them on human rights when a new Syria emerges.

7,500 messages and photos for our global solidarity campaign for Saudi women drivers

A new Amnesty report on Bahrain's continuing human rights violations coincided with the International Grand Prix in Bahrain – and generated substantial media interest

Other MENA work

We also addressed human rights issues in other countries in the region during the year. On the anniversary of the fall of former Egyptian president Hosni Mubarak, 2,000 people attended a rally in Trafalgar Square, to show solidarity with peaceful activists across the region and give a voice to activists from Syria, Egypt and Bahrain.

Amnesty International UK activists also took action alongside 10 other sections to target Libya's National Transitional Council diplomats following an Amnesty report showing that lawless militia groups were out of control in Libya. Security sector reforms are underway but it will take some time to show real progress.

Our global solidarity campaign for Saudi women drivers was a focus for many local, youth and student groups who sent in over 7,500 photos and messages. These were handed in to the Saudi embassy, raising the profile of other unfair restrictions on women's freedoms within Saudi society. The ban on women drivers remains in place, but campaigners in Saudi Arabia told Amnesty they were heartened by the support. We raised concerns about women's rights in Egypt, Libya and Syria with a number of government bodies. In 2012 we hosted Egyptian women human rights defenders in the UK, providing capacity-building and training sessions which they later shared with colleagues. The visit gave them an opportunity to share experiences and campaign tactics with women activists from Libya and Iran.

Amnesty supporters also took action to demand an end to arms transfers to repressive states in the region, calling on the UK government to protect asylum seekers fleeing the fighting in Syria, and asking the Egyptian authorities to end discrimination against women.

The dramatic events in the Middle East and North Africa inevitably dominated the entries in the year's Amnesty Media Awards. The bloody uprising in Syria was a particular focus, highlighting not only human rights abuses, but also the bravery of the journalists reporting them. *Sunday Times* reporter Marie Colvin was sending first-hand reports of the deteriorating conditions for people trapped in Syria when she was killed in a rocket attack. Her final report, published three days after she died, won a posthumous Amnesty award. Photographer Paul Conroy (pictured above, left), who was injured in the attack that killed Marie, spoke movingly at the awards ceremony in support of an Arms Trade Treaty.

FOCUS

THE ARMS TRADE TREATY

The uncontrolled trade in arms takes a massive toll in lost lives, lost livelihoods and lost opportunities to escape poverty. In 2012 we focused on efforts to secure a legally binding international agreement that would reduce the transfer of weapons where there is a risk they will fuel armed conflict, increase poverty, or result in serious violations of human rights or international human rights law.

For the treaty to work it was vital that it should be bullet proof – clear, robust, comprehensive and binding.

Every day millions of people around the world suffer from the direct and indirect consequences of an irresponsible arms trade. Thousands are killed, injured, raped, or forced to flee from their homes. Many others live under constant threat of weapons. Protecting the human rights to life, to freedom from torture, to freedom of expression, and to freedom from want, is impossible without some form of effective control over the arms trade.

That is why since the 1990s Amnesty International has been campaigning for a global treaty to regulate the international arms trade. But it was not until 2006 that UN

member states were persuaded to start the consultation process for the international Arms Trade Treaty (ATT).

In 2012, after six years of negotiations within the UN and intensive work by Amnesty and partner organisations in the Control Arms Coalition, the treaty was in sight. A UN committee would prepare a draft text in February, in preparation for a negotiating conference to approve the final version in July. For the treaty to work it was vital that it should be bullet proof – clear, robust, comprehensive and legally binding. Although many governments favoured a strong treaty, some preferred a weaker one. Powerful major arms exporters, including the USA, China and Russia, argued for looser rules including a narrower range of weapons.

Over the years of negotiation, successive UK governments played a key role in championing a legally binding global ATT. It was vital to maintain UK government support for an effective treaty through the final stages.

Amnesty local groups in Parliament Square, London



The Arms Trade Treaty continued

A once-in-a-lifetime opportunity

Working as part of the Control Arms Coalition, Amnesty aimed to convince as many governments as possible to support a strong treaty, and to ensure that the UK government would continue to show leadership at the UN and in discussions with other countries. We therefore set out to build public and cross-party political support in the UK for a strong and comprehensive treaty in the lead-up to the UN meetings in February and July.

To do this, we combined high-level lobbying and public campaigning. While Amnesty leaders met ministers and civil servants, activists across the country worked hard to make sure party leaders and their local MPs got the message. Through meetings, rallies, emails and letters, activists reached 636 out of the UK's 650 MPs. For the July conference, we mobilised more than 12,000 people to urge the UK government's lead negotiator, Foreign and Commonwealth Office (FCO) Minister Alistair Burt, to stand firm for an effective treaty.

Student, local and youth groups worked to build public support for the treaty in their local communities. They held 'die-ins', put up mock headstones, made their own 'bullet-proof' vests, and waved inflatable bananas to show the absurdity of having an international treaty regulating the trade in bananas but not one for arms. A petition to the Prime Minister with 17,000 signatures was delivered to Downing Street in a tank. The impact was immediate – David Cameron made a supportive statement in parliament the same day.

We also promoted the ATT campaign online where over 12,000 supporters sent emails to party leaders.

More than 110 school and university students from Amnesty and Oxfam groups challenged Alistair Burt during a day of campaigning at Westminster. They got an assurance from the Minister that the UK government would not compromise in its efforts to deliver a robust treaty.

12 billion

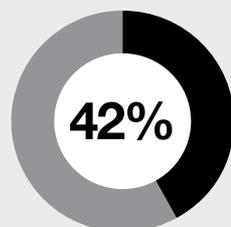
bullets produced each year. Two for every person in the world.



Students with toy guns demonstrate in Manila, Philippines, for an international Arms Trade Treaty, 2012 © AP

The global arms trade in numbers

- Between **794,000** and **1,115,000** people died as a direct result of armed conflicts between 1989 and 2010.
- An estimated average of at least **200,000** people die every year as an indirect result of armed conflict.
- An estimated **42 per cent** of global murders are committed by individuals and criminal gangs using firearms.
- The five permanent members of the UN Security Council – **China, France, Russia, the UK** and the **USA** – account for approximately 60 per cent of the annual trade in conventional weapons.
- Only **35 countries** publish reports on international transfers of conventional arms and only **25 countries** provide data on actual deliveries.
- In 2010, the total value of global international conventional arms transfers worldwide, as recorded in national statistics, was approximately US\$72 billion. The trade is expected to reach **US\$100 billion** annually in the next few years.



Sources:

UN, TransArms, Uppsala Conflict Data Program

Amnesty International aimed to ensure that the ‘golden rule’ – summed up by our demand ‘no arms for atrocities or abuse’ – is securely rooted at the heart of the Arms Trade Treaty.

Julius Arile from Kenya and Jasmin Nario-Galace from the Philippines hand over a petition calling for a robust Arms Trade Treaty to UN Secretary General Ban Ki-moon, 3 July 2012 © UN Photo/Eskinder Debebe

What did we want?

■ **Strong support for the treaty from the UK**

The UK government and MPs maintained their strong support for the treaty. As well as the Prime Minister, Foreign Secretary William Hague, Labour leader Ed Miliband, and Liberal Democrat leader Nick Clegg made strong statements of support for a robust and comprehensive ATT. Key MPs and politicians of all parties made positive statements, which included endorsements from the Scottish government and the Northern Ireland Assembly. Many MPs pledged their support of the treaty ahead of the UN Conference in July.

The UK government’s official submission to the July conference was strong and contained the commitments to a comprehensive treaty and the protection of human rights and international law that Amnesty had lobbied for. Its position on the ATT is the strongest among the five permanent member states of the UN Security Council. Alistair Burt personally championed the ATT and thanked Amnesty for its ‘tireless efforts’.

■ **A strong draft treaty, and a final round of talks**

The text of a draft ATT, with international human rights and humanitarian law at its centre, was produced at the UN Conference in July. Unfortunately, at the 11th hour the USA and a handful of other countries prevented the treaty being adopted. However, the text was sent back to the UN General Assembly and in November 157 governments at the UN General Assembly’s First Committee on Disarmament voted to meet to finalise an Arms Trade Treaty in March 2013. No government voted against the resolution and only 18 abstained.

The delay in adopting the treaty gave us an opportunity to improve it. Although the draft treaty was strong it was not perfect. Loose wording risked undermining existing human rights and other international legal obligations and standards; the rules needed to be clear and binding; the draft referred to a limited range of weapons and munitions; mandatory systems were needed for enforcement and monitoring; and measures to stop armed violence against women had to be strengthened.

■ **Stronger controls on UK arms exports**

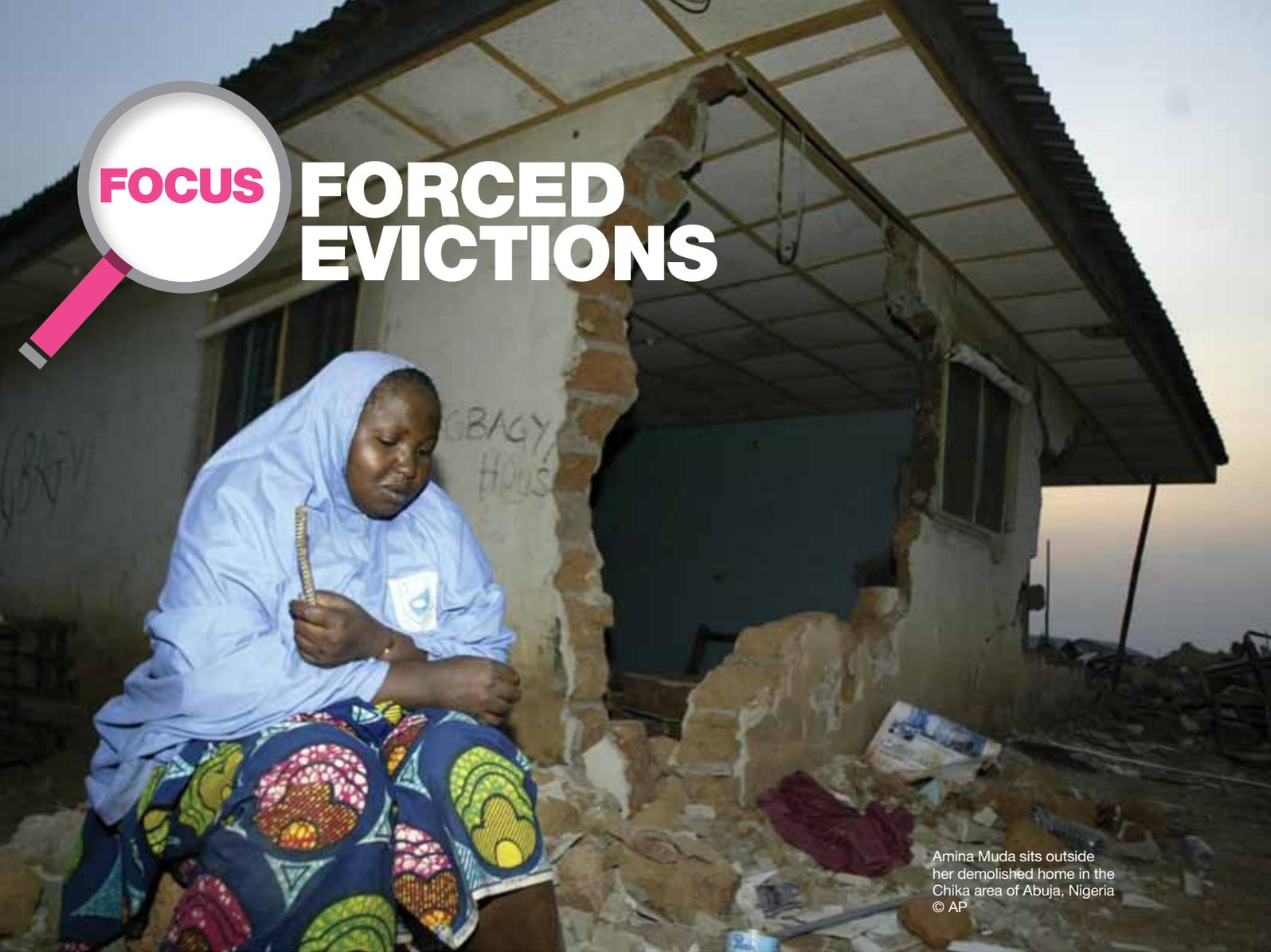
In response to our lobbying, the UK government has also made commitments to improve its own arms export controls framework. These include measures to improve risk assessments and monitoring of how exported arms are used, ministerial oversight of arms exports, and public reporting of UK arms sales. The government has also agreed to introduce a new early warning power to suspend arms licences quickly; and to conduct a transparency review to ensure better information on what equipment is supplied from the UK and how it is used. Amnesty is involved in this review as part of the UK Working Group on Arms.



Britain wants an ATT that includes small arms, light weapons and ammunition. We also want to see a treaty that contains strong provisions on human rights, international humanitarian law and sustainable development...
Letter to Amnesty from David Cameron

FOCUS

FORCED EVICTIONS



Amina Muda sits outside her demolished home in the Chika area of Abuja, Nigeria
© AP

Forced eviction involves people being moved from their homes or land against their will and without any legal protection or other safeguards. The people this is most likely to happen to are those living in poverty who already suffer multiple human rights violations. In 2012 we worked to end the threat of forced evictions for specific communities, primarily in Kenya and Nigeria but also in Italy, Serbia and Romania.

More than a billion people live in informal settlements or slums worldwide. Their housing is usually inadequate and they are excluded from basic services such as safe water, sanitation, health, and education. Worst of all, they lack security of tenure and live under constant threat of forced evictions, particularly when the land they live on is wanted for luxury flats, a tourist resort, or an international sporting event.

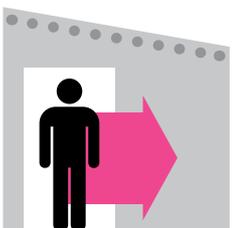
What is forced eviction?

A forced eviction is the removal of people from the homes or land they occupy without any form of legal or other protection. Under international human rights law, evictions may be carried out only as a last resort, once all feasible alternatives have been explored, and only if procedural and legal safeguards are in place. These safeguards include:

- genuine consultation with the people affected
- reasonable and adequate notice
- access to legal remedies (such as damages or restitution) for infringement of rights
- provision of legal aid to people who need it to seek redress from the courts

Every year hundreds of thousands of women, men and children are made homeless and destitute in this way. They are forced out of their homes and off their land, with little or no notice and often with the threat or use of violence. The people targeted are almost always poor, and have nowhere else to go. Some, such as the Roma in Europe, are persecuted ethnic minorities. More often than not these evictions are carried out by local and national governments – the very institutions that are supposed to protect the human rights of the evicted people.

The people affected receive no information and are hardly ever consulted about the plans, so cannot challenge them or demand alternative housing or compensation.



FOCUS

Kenya

An estimated 60-80 per cent of residents of Kenya's cities live in informal settlements with no security of tenure.

Nigeria

Almost two-thirds of urban residents – one in three of all Nigerians – live in informal settlements.

Italy

In the first six months of 2012, more than 850 Romani people were evicted from informal camps in Rome.

Serbia

The Belgrade authorities have forcibly evicted about 2,700 Roma since 2009.

Romania

Many of the country's estimated 2 million Roma live in dwellings considered 'informal' or 'illegal' by authorities

Focus countries

Our limited resources mean that we cannot work on every country where forced evictions take place. So in 2012 Amnesty International UK targeted a few countries (see left) where we felt we could have most impact because we already had strong links with local structures and a clear strategy for our work.

We also wanted to change the environment in which activists and communities in our target countries were operating. This would mean working to change laws and regulations in those countries, as well as building the capacity of the people directly affected, particularly women, to challenge the authorities and defend their housing rights. In Kenya, we did this by working closely with the Kenyan section of Amnesty International (see page 13). As well as developing a tool to help housing activists in Nairobi to map forced evictions, we helped with production of an information leaflet on housing rights for use with local communities to raise awareness of their rights. Both projects were close to completion by the end of 2012, so we are unable to assess their impact as yet. A full evaluation of the projects will be done on their completion. The developer of the website for the mapping project is AkiraChix, a non-profit company run by women which aims to encourage more women and girls to work in information technology.

The worst thing is that nobody is taking us seriously, nobody came to us to speak to us individually and explain to us what is going to happen and when...

Romani man, Belgrade

Destruction of an informal Roma settlement in Belgrade, March 2012 © Sanja Knezevic



Rapid Response network

When Amnesty first started work on forced evictions, we responded to imminent threats of forced eviction through the Urgent Action network (see p16). In 2011 the international Amnesty movement established a Rapid Response Network to boost the impact of our global response to forced evictions by adding lobbying and media work to appeal writing. 2012 was the network's first full year of operation.

The network aims to respond to a forced eviction threat with simultaneous actions by a number of Amnesty country sections within 72 hours. It mobilises supporters and activists by collecting signatures through Amnesty groups, SMS or email networks or online. At the same time, Amnesty sections may lobby the Foreign Office in their country, their embassy in the target country, or the target country's embassy. The network has also paid for advertisements in newspapers in the target country, ensured a photographer goes to the eviction site to document events, or provided materials and banners for community activists on the ground. Amnesty International UK is one of seven Amnesty sections that form the network's steering group.

Halting and delaying evictions

There were seven Rapid Response calls in the year. In one case – the Railway Quarter of Port Harcourt, Nigeria – the eviction was called off following our action and the local state government began consulting with community leaders.

We attempted to stop two evictions in Serbia, both of them targeting Roma communities in Belgrade. One eviction went ahead but in the second case only part of the community was evicted following our campaign targeting the local authority and the European Investment Bank. However, two evictions in Italy, one in Romania and another in Nigeria could not be stopped. In Nigeria, we were alerted to the eviction of thousands of people from Abonnema Wharf in Port Harcourt too late to prevent it, so we called for emergency relief. European embassies – and for the first time, the British High Commission – expressed concern and requested a meeting with the state governor.

Despite this, there is evidence that our responses have had some good effects. In Baia Mare, Romania, where 2,000 people faced forced eviction, several Amnesty sections mobilised activists and supporters in an SMS action targeting the mayor of the city. The mayor was shocked to receive 900 texts and 1,000 emails, and the authorities subsequently promised not to carry out further forced evictions in the city.

Forced evictions continued



People protest in Accra, Ghana, as part of Amnesty's Week of Action to Stop Forced Evictions in Africa 2012 © AP

Italy
Forced evictions have previously been carried out with violence and families have been split up

In Italy, forced evictions have previously been carried out with violence and families have been split up. Although our actions failed to prevent the eviction, it was non-violent, families remained together and residents were offered accommodation in emergency structures as requested by Amnesty and local NGOs.

So although the Rapid Response scheme cannot always stop a forced eviction, it has reduced the severity of the abuse that the people affected have to endure and appears to have stalled future evictions planned by the authorities.

Improving security of tenure

In Kenya, following a particularly violent eviction, the Prime Minister announced a halt to all evictions until legal safeguards were in place. Unfortunately, two evictions took place after the announcement. Nevertheless, there has also been some progress in drafting eviction guidelines and a Resettlement Bill. In Serbia, the Ministry of Human Rights has drawn up and published guidelines for evictions.

The practice of forced evictions constitutes a gross violation of human rights, in particular the right to adequate housing.
UN Commission on Human Rights 1993

Challenging attitudes in the UK

For Amnesty activists, our campaign to end forced evictions has served as an introduction to a relatively new area of work: addressing economic, social and cultural rights, specifically the right to housing, and also addressing prejudice and discrimination against Roma, Gypsy and Traveller communities in the UK and Europe.

Amnesty received criticism from some supporters in 2011 for speaking out against the eviction of a traveller community at Dale Farm in Essex but also won a lot of support. For Amnesty, we opposed this forced eviction as we opposed those in Nigeria, Kenya, Serbia and Romania as it fell far short of international human rights standards for evictions and the right to adequate housing. But this together with our campaigning for Roma communities in Europe, demonstrated to us the need to address discriminatory and prejudiced attitudes towards certain groups particularly at risk of eviction.

In 2012 we produced an exhibition on forced evictions around the world including the UK, which local groups used to encourage discussion in their own communities and we encouraged them to invite local traveller or Roma organisations or representatives to their events. We produced a workshop which tackled the issue of whether housing is a human right and specifically whether it is a right for everyone or whether certain groups are less deserving. These workshops have proved a great stimulus for debate and engagement with the issues.



FOCUS

HUMAN RIGHTS IN THE UK

Legal protection of human rights in the UK rests on the Human Rights Act (HRA) and the European Convention on Human Rights (ECHR). But sustained attacks by some politicians and parts of the media have to some extent succeeded in demonising the HRA and the convention in the eyes of the UK public, with the danger that public opinion will come to favour weakening the UK's human rights laws. Amnesty International has made the task of countering these threats and promoting more understanding of human rights a priority for 2012.

Our initial research into the British public's attitudes to human rights revealed that people's attitudes are complex and sometimes contradictory. Most people are in favour of human rights and want laws to protect those rights. But at the same time, many people struggle to see the relevance of human rights to their everyday lives and do not fully understand how our human rights laws apply in practice. Negative and inaccurate media coverage and heated political debates have contributed significantly to this problem. A number of opinion polls indicate that only one in four of the population supports how the HRA and ECHR are currently used to protect rights and freedoms in Britain.



**The
INDEPENDENT**

19 April 2012

Is the European Court of Human Rights the villain it is being presented as?

If the European Court of Human Rights were a celebrity, it would have likely hired Max Clifford by now, and together they would have broken the record for filing the most law suits for libel and slander, writes Amnesty International's Tara Lyle.

The Telegraph

17 April 2012

European Court of Human Rights reforms could have 'devastating' effect in Russia

UK-led plans to reform the European Court of Human Rights could have a 'devastating' effect on thousands of people seeking justice in Russia, the Government has been warned.

THE HUFFINGTON POST

1 May 2012

Tara Lyle blog:

Nice to See Cameron and Co Standing Up for the Human Rights Act

If it didn't already exist, then Ken Clarke would have just invented the Human Rights Act. As the UK prepares to hand over the chairmanship of the Council of Europe to Albania later this month, it's worth reflecting on what's been achieved in our time at the helm.

Defending UK human rights legislation

The HRA provides the cornerstone for the legal protection of human rights in the UK, enabling people to access their rights under the European Convention through the UK courts. The UK government's proposal for a Bill of Rights threatened to replace it with a weaker alternative.

Defending and protecting existing rights

The UK government chaired the Council of Europe from November 2011 to May 2012, and attempted to use this position to limit the cases that the European Court of Human Rights could consider. This would have reduced access to the court, not only for people in the UK, but across Europe from Iceland to Azerbaijan. The UK government also wanted to limit the impact of the court's rulings in the UK.



97%
of cases against the UK at the European Court of Human Rights since 1966 were declared inadmissible

In 2012 the government set up a commission to consult and make recommendations on the need for a UK Bill of Rights. Amnesty International UK contributed to the debate, arguing for the highest possible standards of human rights protections across all the nations of the UK. This included making sure the arguments for a distinct Northern Ireland Bill of Rights as envisaged in the Belfast/Good Friday Agreement were heard and understood.

Amnesty International UK submitted evidence to the commission both in writing and in consultation meetings in Scotland and Wales.

In its final report the commission took up several points that we made. For example it acknowledged that human rights standards in the UK must not fall below those of the European Convention. It also recognised our arguments for a distinctive Northern Ireland Bill of Rights and its importance to the peace process. In the end the commission did not reach a political consensus and was not able to make any recommendation to the government.

Through the work we did lobbying Scottish ministers and MPs on the UK Bill of Rights and our submission to the commission we were also able to make the arguments against devolved governments interfering with the Human Rights Act. These were well reflected in the commission's report.

The key decisions were taken at a conference in Brighton in April 2012. With other UK, European and international NGOs Amnesty opposed the proposals through policy, advocacy and media work. This coordinated effort stopped the UK government proposals being accepted in full and the criteria for access to the European Court were not amended. However, the court is now required to give countries more leeway to apply the European Convention in their domestic courts.

In 2012 the human rights situation in the UK came under scrutiny from other states at the UN Human Rights Council, in a process known as the Universal Periodic Review (UPR). Amnesty participated in Ministry of Justice consultations in the run up to the UPR and raised the protection of human rights in the UK in a submission to the Human Rights Council. Many of the recommendations we made were raised by other member states and subsequently became formal recommendations from the council to the UK.

We were less successful in our efforts to prevent changes to the immigration rules which will make it more difficult to protect people threatened with deportation. The changes shift the balance away from respecting a person's

19
of the 1,157 cases the Court passed judgment on over the course of 2011 related to the UK



right to the family life they have established in the UK (Article 8 of the European Convention) in favour of controlling immigration. Cross-party support in parliament for the changes made it very difficult to lobby successfully.

Human rights in the public arena

In 2012 we began to challenge inaccurate and negative media reporting of the European Court of Human Rights and the Human Rights Act. For example, in one case the European Court ruled that a blanket ban on all convicted prisoners being able to vote was unfair. Some commentators implied that the UK government could no longer stop any prisoners from voting, when in fact, the ruling was against a blanket ban. We challenged David Cameron's comments on the Council of Europe and jurisdiction of the European Court, and weighed into the debate on the Brighton Declaration. We also responded to public statements by politicians including Ken Clarke and Theresa May, and placed opinion pieces on the Telegraph, Independent and Public Service Europe websites. It is clear that we will need to dedicate further resources to this area if we are to successfully counter the negative coverage and myths about human rights in the UK.

We also worked to increase understanding and support for human rights through our education work in schools and with Amnesty activists. A lesson plan for secondary school students, focusing on the Human Rights Act, was developed and published as part of our teaching resource *Everyone Everywhere*. Over 500 copies of it have been distributed. We also made Human Rights in the UK an important component of our teacher training programme.

Our active learning programme (see p37) designed a new workshop 'In defence of human rights in the UK'. It explains how the HRA and the European Court of Human Rights work, explores the challenges and opportunities for defending human rights in the UK and encourages participants to develop ways to talk to people about this controversial issue. The workshop was offered to Amnesty staff and activists in local groups.

In October we ran a one-day skill-share event for activists on human rights in the UK. It was much appreciated by the 60 activists from across the country who attended. Due to limited resources and competing priorities we were unable to follow up the skill-share event and workshops immediately with further resources. But we plan to continue working in partnership with the Equality and Diversity Forum to produce materials to enable activists to challenge negative attitudes to human rights in their local area

through regional media and events.

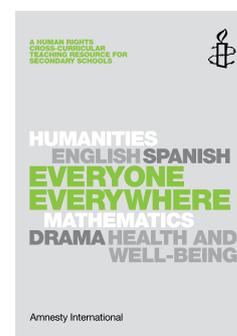
We also campaigned to ensure that citizenship, which encompasses human rights education, remains a core subject in the school curriculum in England. As part of the Democratic Life coalition, which Amnesty International UK helped to establish in 2010, we kept up our lobbying and media work on the issue. In 2012 we continued to play a lead role in this coalition.

Human rights in Northern Ireland

Since 2000 we have been leading a coalition of nearly 200 civic society organisations, the Human Rights Consortium, in a campaign for a strong Bill of Rights for Northern Ireland. A commitment to a Bill of Rights was included in the Belfast/Good Friday Agreement in 1998 but the proposal faces some political opposition in both Northern Ireland and the UK. We worked to keep the debate alive and to build support among Northern Irish political parties.

In 2012 we lobbied in Belfast, London, Dublin and Washington, securing support from some key political targets. The Irish Foreign Minister publicly backed the Bill of Rights, and Shadow Secretary of State for Northern Ireland, Vernon Coaker and Sinn Féin leader, Gerry Adams both made supportive public statements. We made sure our submission to the UK Commission on a Bill of Rights included clear arguments about why the Bill of Rights for Northern Ireland should not be subsumed in the UK version but should be separate and distinct. This message was supported by 1,200 people from Northern Ireland who contacted the commission by postcard as a result of our campaign. The commission agreed, saying in its report that any UK process should not delay or interfere with progress on Northern Ireland's own Bill of Rights.

While our lobbying is helping to keep the issue on the UK government's agenda, it shows little enthusiasm for it and some political parties in Northern Ireland remain opposed. But the work of the Human Rights Consortium will continue, with funding secured for the next two years.



500 copies of *Everyone Everywhere* have been distributed to UK schools

GROWTH

In order to make a difference to people in the parts of the world where human rights abuses are most acute, Amnesty's global movement needs to grow in those places.

The last two decades have seen great changes in the global dynamics and the economic power of states, redrawing the political landscapes in which Amnesty International works. Western states, mainly in Europe and North America where Amnesty has historically been strong in membership and influence, are now sharing the stage with other countries from the global south and east – as described on page 12.

Building a strong, visible, activist presence in these strategic locations and more widely in the global south will allow Amnesty to increase our human rights impact. As a worldwide movement of people fighting for human rights – our decentralisation programme, which we call 'Moving Closer to the Ground', will make us more accessible for a significant proportion of the world's population to become supporters, members and activists.

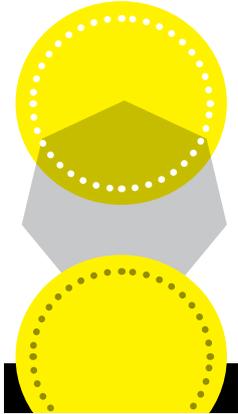
In order to support Amnesty's expansion, Amnesty International UK needs to grow and raise more money – not only for our own human rights work, but also to help fund new Amnesty offices around the world and support the establishment of new Amnesty sections (page 12). This is particularly challenging in the current uncertain economic climate.

We use a variety of fundraising methods, but our single biggest source of income is donations from our members and supporters – so increasing the number of supporters in the UK not only strengthens our campaigning voice, but also improves our finances.

To expand the constituency of support in the UK for human rights in general requires raising awareness of human rights and of our campaigns on specific human rights issues. We educate people about human rights through the formal education system, and through a programme of workshops and skills training for activists. Our movement relies on activists to raise funds, to take action for our campaigns, and to tell others about the importance of our human rights work. Our activist groups and networks make a huge contribution to all areas of our work.

We use a variety of fundraising methods but our single biggest source of income is donations from our members and supporters

FUNDRAISING



For its campaigning Amnesty International UK relies entirely on voluntary income, the bulk of which is made up of relatively small regular donations from individual members and supporters. We are immensely fortunate and grateful to have this strong base of committed supporters.

Amnesty's growth over its 50-year history has been a great success story. But we know that Amnesty International could achieve much more if we built a stronger presence in the global south and east. To do this, we need to grow and to direct more money and expertise to where our human rights work is most needed. This means we must raise more money here in the UK to directly support that growth while continuing to fund our campaigning work in the UK.

This is a particular challenge in the current uncertain economic climate and we have to be realistic about what we can achieve. Based on our actual fundraising results in recent years, in 2012 we decided to revise down fundraising targets for 2012 to 2016, from 6 per cent to 2 per cent year-on-year growth. This revision in our income forecast in the context of the need to increase the amount we contribute to the international movement led to the requirement for AIUK to cut £2.5 million from recurrent costs.

The charity sector

In another year of zero growth in the UK economy, voluntary sector income continued to fall. The National Council for Voluntary Organisations (NCVO) and Charities Aid Foundation (CAF) carried out research that indicated charitable giving fell by 15 per cent from 2010/11 to 2011/12. Amnesty International UK's performance fared significantly better. Our underlying income grew marginally and was boosted by a windfall of legacy and one-off trust income. The stability in our underlying income is primarily due to the large proportion of financial supporters who pay by direct debit. Retention among this group has held up, even during these tough economic times, so we continue to receive the bulk of income as in previous years. Unfortunately with a declining trend in the overall number of supporters (caused by a drop in the number of people joining), there is a long-term risk to this regular revenue stream.

Fundraising for human rights

For its campaigning Amnesty International UK relies entirely on voluntary income, the bulk of which is made up of relatively small regular donations from individual members and supporters.

Our own fundraising results in 2012 were something of a conundrum. We ended the year having raised funds of £24.7million, an increase of 7 per cent in the year. We spent 27 per cent less than the previous year on fundraising so our net income from fundraising increased by 13 per cent over the year (excluding salaries).

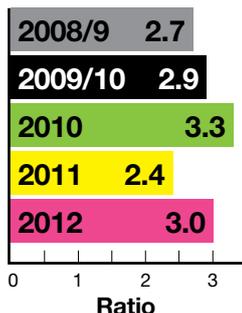
These results are positive in many ways and provide AIUK with some much-needed additional funding at this important time. However, because £1.5 million of our income in 2012 was made up of unusually high legacy income and a windfall donation from a trust, we cannot count on this income in future years. Our actual gross funds raised without legacies and the windfall income were £23.2million, in line with performance last year.



Fundraising activism:
London to Brighton
cycle ride 2012

Fundraising continued

Fundraising return on investment including salaries



The reason for our reduced expenditure was not entirely positive. We spent £1.3 million less on supporter recruitment than in 2011. We have a benchmark to achieve a return on investment (ROI) from supporter recruitment of 1.5, ie £1.50 for every £1 we spend. It is increasingly difficult to get this return from traditional methods so we could not carry out recruitment at the levels planned for 2012. This will have a knock-on effect on income in future years since the size of our supporter base continues to drop.

Looking across all of our fundraising, return on investment for 2012 excluding staff costs was £5.40 for every pound spent. The only other year in the last nine to reach this return was 2010 (a nine-month financial year). With staff costs, ROI in the year was £3 for every £1 spent. The key areas of income growth in 2012 were:

Supporter recruitment

The single biggest challenge to fundraising for Amnesty International UK is the difficulty of recruiting new supporters. We employ a range of activities aimed at engaging new supporters with our work including street fundraising (sometimes referred to as face-to-face), telemarketing, direct mail and email.

The 2012 acquisition campaign recruited 19,542 new supporters during the year, which was below our plan and budget to recruit 24,883 new supporters. The target for new recruits was reduced during the year, primarily in response to a key street fundraising agency going into administration. This agency was responsible for recruiting a high number of supporters for us, and it was difficult to recruit at a similar rate through smaller scale activities. The budget was therefore reallocated to the Secret Policeman's Ball project to help raise Amnesty's public profile.

Investing in recruitment has been challenging, with traditional methods showing diminishing

returns. We have tested and developed a number of new ideas over the last year. We were particularly encouraged by the response to our new SMS action network, Pocket Protest (page 34).

In 2009 we piloted an in-house telefundraising team to see if this would yield better returns and a higher quality conversation with our supporters and prospects. The test proved so successful that the team is now a permanent fixture within the organisation – also offering advice to other Amnesty country sections investigating this model of fundraising. During the year, the team spoke with over 7,000 supporters and secured agreement for almost £320,000 annual income. At the end of 2011 we launched our first in-house street fundraising team, partly to offset the risks following a number of agencies failing to survive the economic conditions of the last two years. A number of other charities and Amnesty sections were successfully running in-house operations and we hoped this would enable us to have greater control and yield better returns. During 2012 we added a second team, with positive results. In 2012 the teams generated 2,224 new supporters.

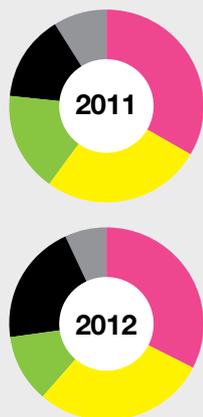
Legacies

Our income from legacies rose by £278,000 in 2012. This increase was due to both an increase in the number of legacies and the fact that a greater proportion of those gifts were of a higher value, in the £10-50,000 band. There was a slight fall in gifts of over £50,000 and no unusual spike in very big gifts (gifts over £150,000 totalled around £500,000 in each of 2010, 2011 and 2012).

Regular donations from supporters

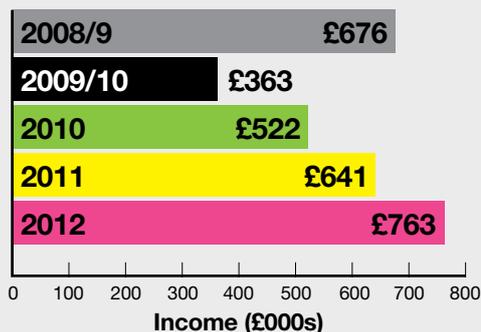
These continue to form the bedrock of Amnesty International UK's finances, increasing from £14.3 million to £14.7 million over the year. 86 per cent of our supporters stayed with us in 2012 (a slight drop from 87 per cent retention in 2011). These regular

Number of unique legacies



	2011	2012
Less than £1,000	58	66
£1,000 to £4,999	46	59
£5,000 to £9,999	29	23
£10,000 to £49,999	25	41
£50,000 plus	15	14
Total	173	203

Individual major donor income



donations accounted for 61 per cent of our total income in 2012, and including income from additional giving such as cash appeals, this is 73 per cent. Although the number of Amnesty supporters fell during the year from 227,000 to 218,000, the average gift of our supporters rose from £78.08 to £81.78 in the year.

Retaining our supporters

The key to keeping our supporters is our ability to demonstrate the impact of our work and the experience they receive when they interact with us – especially when they have feedback or questions about our work. During 2012, the Supporter Care team answered nearly 30,000 inquiries. A greater proportion of our inquiries came by email (doubling from 23 per cent in 2011 to 48 per cent in 2012). The proportion of inquiries by telephone remained the same as 2011.

Individual major donors

Our 2012 target for income from individual major donors (individuals donating £5,000 or more in one year) was £1million. While we did not meet our target, we did increase the income by £109,000 to £763,000. In addition a donor has pledged £100,000 to be given directly to Amnesty India.

Trusts and foundations

Trusts and foundations income grew substantially after 2004, peaking in 2008/09. Since then, the economic environment has made this area difficult for many charities and our income from this source has shrunk. We see growth potential, however, from new large international sources. Future years will see Amnesty International UK try to take advantage of more of these opportunities in the hope limited year-on-year growth can be achieved.

Corporate support

The bulk of our corporate support continues to come via the Co-operative Bank credit card. This partnership is now over 20 years old and income has naturally declined, but the card still brings in around £220,000 per year. This is not regarded in the sector as a growing area and we work hard just to maintain that level of support. New partnerships and schemes are being looked at and we predict small levels of growth in 2013 and beyond.

Shops

All our bookshops performed well, in spite of a difficult retail environment. Income increased by £68,000 on the previous year. We saw healthy growth in our established shops, in particular Newcastle-Upon-Tyne where sales grew by £15,000.

We celebrated opening our seventh shop, which was in York. This contributed £41,000 of growth in income (for a partial year from May). We were quickly welcomed into the local community with support from the local Amnesty group and before we opened our doors had 50 volunteers signed up to help run the shop. We now have over 300 dedicated volunteers who give time and expertise to the bookshops.

We continued to accept generous book donations from Amnesty supporters in all our shops. Perhaps our favourite delivery method was a crocodile of children each bringing two or three beautiful art books for us to sell. Online book sales continued to grow with volunteers listing over 16,000 titles online: we saw a rise in income from online sales from £40,000 in 2011 to over £62,000 in 2012. We plan to develop online sales further through a team based at our Human Rights Action Centre in London. The shops continued to bring Amnesty's work into the high street with giant petitions, stalls and campaigning actions.

19,542
new supporters
recruited

74%
new supporter
retention rate

86%
supporter
retention rate

Corporate relationships

Total number of corporate relationships recorded: 67
Number of corporate entities donating over £5,000: 3

Corporation*	Value	Type
The Co-operative Bank	£221,623.18	Money
GBR Trade and Technology Limited	£20,000.00	Money
Triodos Bank	£10,132.00	Money

*All corporate giving above £5,000 is subject to screening by AIUK

Note: We are members of the Public Fundraising Regulatory Association. This is a charity-led regulatory body covering all types of face-to-face fundraising. We are also members of the Institute of Fundraising. As such, we are bound by the Face-to-Face Activity Code of Fundraising Practice, which sets out the regulatory requirements and best practice standards expected from all those parties involved in face-to-face campaigns. More information: www.pfra.org.uk or www.institute-of-fundraising.org.uk

AWARENESS RAISING

Raising awareness of human rights and human rights abuses is fundamental to all Amnesty's work. In generating support for specific campaigns, encouraging a better understanding of and respect for human rights, or attracting and retaining members and financial supporters, we need to keep Amnesty's profile high.

Our growth strategy highlights the need for Amnesty to be more visible to a broader – more mainstream – audience. This is not easy in a climate of increasingly intense competition for people's attention, the ongoing fragmentation of media channels, an often negative media presentation of human rights issues, a relatively low knowledge about human rights and our campaigns, and a perception of Amnesty as a somewhat intellectual organisation. We seek to maintain our profile through media coverage – both on and off-line – and through investing in our strong relationships in cultural and entertainment industries – from publishing, to comedy, to film and music – to help promote Amnesty more widely.

Amnesty in the media

Maximising our media coverage is an essential part of all Amnesty's work. In 2012 the percentage of the adult population reached by our media work varied from 75 per cent to 81 per cent per quarter (74 to 78 in 2011).

Highlights of our media coverage during the year included more publicity for our campaign against Shell for its role in oil spills in the Niger Delta. Actor Hakim Kae-Kazeem, star of TV series *24* and the film *Hotel Rwanda* helped get us into the Daily Mail. With the Olympics focusing the eyes of the world on London, we drew attention to the sponsorship of the Games by Dow Chemical, the company linked to the 1984 gas disaster in Bhopal, India, which killed 25,000 people. As well as generating print, broadcast and online media coverage, we hit the art press with an installation, *Bhopal: a silent picture*, by artist Samar Jodha. A huge poster by street artist Pure Evil on our head office building read 'Don't poison our Olympics. Tell Lord Coe to stop defending Dow.'

When news broke that members of female punk band Pussy Riot were arrested and imprisoned for singing protest songs against Russian President Vladimir Putin, we immediately started a campaign to get them released. All the major newspapers and news

broadcasters covered the story, as well as regional outlets and specialist publications such as the *New Musical Express*; 160 pieces of print and broadcast coverage from July to September alone. This helped build support for our SMS action to the Russian authorities and a 12,000-signature petition to the Russian embassy.

The Eurovision song contest was a chance to focus on repression of media and civil society in Azerbaijan. Our media briefing led to six high-profile broadcast interviews including *Radio 4* and ITN's *6 O'Clock News*, and was covered by mainstream newspapers. For the Euro 2012 football tournament, we focused on racism in the Ukraine and helped set the media agenda with interviews on all the major news channels and coverage in over 30 different print outlets.

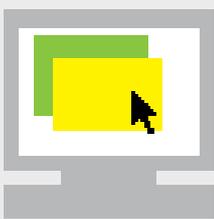


Digital

Digital technology enables Amnesty International UK to mobilise support for campaigns, encourage people to donate, and raise awareness about our work. We seek to maximise the potential of this fast-developing technology by upgrading our website and building our social media presence.

We reached two significant milestones in our website redevelopment in 2012. In January we released the new blogs, local groups and profile sections of the site. We now have more than 30 regular bloggers contributing to 18 blogs, giving us over 3,400 blog posts in 2012. We have enabled 79 Amnesty groups to set up their own websites: nearly half of all local groups now have their own site. Our main website now has over 326,000 registered users. And in October we launched a much-improved service for people who want to join or donate online.

We continued to test and invest in social media, enabling us to quickly share the Amnesty message with a wider audience when new stories break. Our SMS action



www.amnesty.org.uk

7.25m page views
1,713,203 visitors
85 campaign actions
341,286 appeals sent

Facebook

46,369 posts shared
28,632 new likes

Twitter

65,112 followers,
up 55.7 per cent
Re-tweeted
32,183 times

Most popular topics

Russian punk band
Pussy Riot and
Malala Yousufzai,
Pakistani schoolgirl
shot by the Taliban

Pocket Protest

18,220 members
21 SMS action
requests
32,581 positive replies

network, Pocket Protest, has grown to 18,220 members who support our campaigns by adding their names to appeals or petitions by sending texts from their mobile phones. Our online actions are the biggest source of new contacts to help build our membership and support base. Wider digital promotion and people sharing our campaign actions on social media gave us nearly 3,000 new contacts.

Online broadcasting and Amnesty TV

In 2011 we invested in Amnesty TV – a monthly online magazine show. Amnesty TV was designed to attract a mainstream audience using comedy and familiar faces to inform, educate and provoke debate around human rights issues. In 2012 we reviewed Amnesty TV and found that viewers – especially younger viewers – liked the concept and largely found the content creative and engaging. However, its impact was variable. The review found that Amnesty TV had too many objectives, was not part of an integrated programme and suffered from what the review described as the ‘two Amnestys’ – with AITV described as challenging, controversial, comical, topical and at odds with an alternative view of Amnesty as more measured, mature, less ‘comic’. These lessons, along with the findings from the evaluation of the Secret Policeman’s Ball, will feed into wider plans to build a more integrated communications programme.

The Secret Policeman’s Ball

Designed to raise awareness to the same audience as Amnesty TV, the Secret Policeman’s Ball 2012 was an ambitious undertaking. Planned over many months, its impact cannot yet be fully reported as international broadcast and DVD deals and follow-up projects are still in progress. Since Amnesty’s first Secret Policeman’s Ball in 1976 (credited as inventing ‘the charity benefit’) the live shows, associated marketing, DVDs and TV broadcasts have enabled Amnesty to introduce many new people to human rights and Amnesty.

With a highly competitive environment, the challenge was to make SPB 2012 stand out. To do this we staged the show outside the UK for the first time, at New York’s Radio City Music Hall. This enabled us to attract high profile international artists – described as ‘Literally one of the best line-ups ever to converge on the stage of Radio City Music Hall’ (People’s Choice, UK). But it also



Burmese comedian Zarganar with actor Liam Neeson on stage at the Secret Policeman’s Ball in March 2012 © AIUK/Getty

presented significant problems of organisation and logistics. An independent evaluation of the project to date has given useful insights. The show’s primary objective was to raise awareness for Amnesty, and this was achieved. Our media evaluation revealed that in both the UK and US coverage was very good and, for example, almost 78 per cent of adults were reached by coverage of the SPB – on average 11 times each. Much of the coverage also carried the intended messages and as a result, awareness of Amnesty rose by 7 per cent in the USA (from 43 to 50 per cent) and 5 per cent in the UK (63 to 68 per cent). Media coverage was valued at £3,344,343. Other objectives included building strategic relationships with artists, broadcasters, digital partners and major donors, strengthening international ties with AIUSA and breaking even financially.

The Ball was broadcast and streamed live to audiences in the US by our media partner Epix, and later broadcast on Netflix in the USA. The show was edited and broadcast on Channel 4 in the UK. Unfortunately the Channel 4 edit excluded the moving moment when Burmese comedian Zarganar, released from prison in October 2011 and introduced on stage by Liam Neeson, told the audience about freedom of expression and why it is important to support Amnesty’s work.

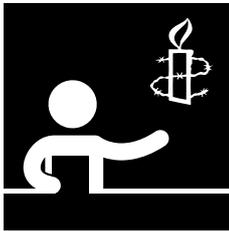
But the Ball did not meet its objectives in two key areas. On gender and diversity, concerns were strongly voiced, mostly within Amnesty, over the gender balance of the line-up and the appropriateness of some of the standup routines. On finance, we did not break even, with a shortfall currently at £740,000, broadly in line with the worst-case scenario approved by the AIUK Finance Sub Committee in November 2011. Overall net costs exceeded budget by 5 per cent, mainly due to high venue costs and disappointing high-value ticket sales. This position should improve as we agree further international licences for TV, DVD and digital content. Previous shows have earned over £1 million in the last 10 years.

Amnesty is a superb organisation that unfortunately has to keep fighting for people’s rights. So if I can help get the message across, I will be back in a heartbeat.

Performer at the Secret Policeman’s Ball 2012

Incredible achievement ... spanned continents and meshed talents, but managed to be thoughtful, compassionate, and spectacularly funny. *The Guardian*

HUMAN RIGHTS EDUCATION



By educating people about human rights, we not only build their knowledge and understanding, but also give them the skills to stand up for their own rights and those of others. We have been engaged in Human Rights Education in schools for over 20 years, developing new generations of people who understand and promote human rights. We also run an Active Learning Programme of training and education for activists, building their capacity for effective campaigning.

Educating the next generation

Our research shows that 42 per cent of UK schools are aware of our educational work and at least 33 per cent of secondary schools engage with our work on some level. There were 35,708 visitors to the education pages of our website.

Resources for schools

Our work with schools is tailored to the specific curriculum in different parts of the UK. As the status of Citizenship education was under threat in England (although this is no longer the case) and the emphasis on a cross-curricular approach to Citizenship in Northern Ireland, Wales and Scotland, in 2012 we turned our focus to teachers of other subjects. For secondary schools we produced a cross-curricular booklet, *Everyone Everywhere*, with lesson plans introducing human rights into different subject areas ranging from maths to Spanish.

1,400
copies of *The Power of Our Voices* were distributed in 2012

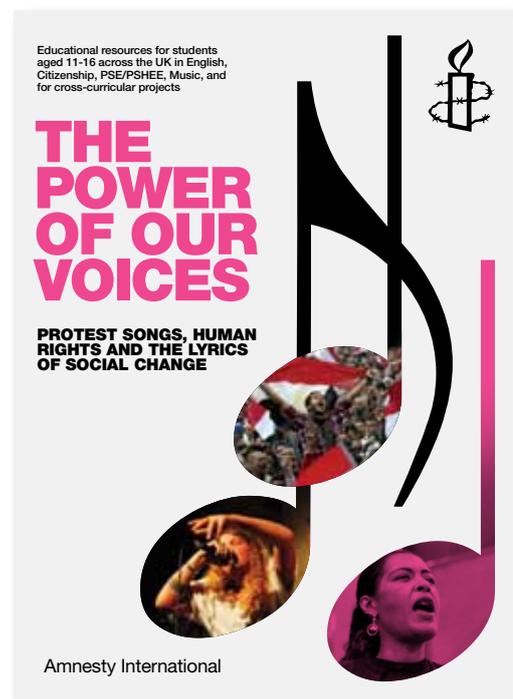
We also produced an education pack on the power of protest music to support change: *The Power of Our Voices* included audio and films to increase its impact and appeal. More than 16 per cent of UK secondary schools and 62 Pupil Referral Units ordered the pack; 1,400 copies were distributed in 2012. We produced a set of teachers' notes to show how children's fiction and picture books could be used to teach about human rights. We also worked with the Anne Frank Trust UK to run a workshop and produce a secondary school resource, *Writing in impossible circumstances*, connecting Anne Frank's life and legacy with the works of imprisoned writers.

Schools continue to use the educational resources we produced in earlier years. For example we distributed at least 442 copies of our booklet for primary schools during 2012, through conferences, training events and orders.

In 2012 the 119 volunteers on our school speakers programme spoke to 26,657 young people, compared with more than 50,000 in 2011. We believe the drop in figures was because schools in England thought that Citizenship may not continue as part of the national curriculum so demand for speakers fell. Also, we updated and changed the way that we record data so that our figures are more reliable.

I have learnt that you don't need to have lots of power to make a difference; you can do anything to have your voice heard.
Student, Lancaster Girls Grammar School, after a visit from an Amnesty speaker

Writing protest songs was a particularly effective activity for disaffected students. I was amazed at the enthusiasm shown by students who frequently struggle to be engaged with class.
Sarah Jane Langrell, Reddish Vale Technology College





Some of our students were reluctant to enter the competition. A number of them thought that the only people who would do well would be students from private schools from the South of England. Francesca's success dismissed that myth and encouraged them. It has also inspired Francesca. **Sajeela Shah, teacher, Benton Park School, Leeds**

Young Human Rights Reporter of the Year winners

Young Human Rights Reporter of the Year

Since 2010, we have run an annual competition for budding journalists, as a way to stimulate interest in human rights. In 2012 we added a photojournalism section to open the competition to a wider group of young people. We also wanted to reach more students without creating an unmanageable task for the judges. We offered teachers lesson plans on both human rights reporting and photojournalism, but restricted the number of entries from each class to three. We therefore received fewer entries to the competition (459 students aged 7-18, compared with over 700 in 2011) but had an increased number of students involved through lessons and activities within their schools – 2,380 in total.

Youth Advisory Group

We carried out targeted recruitment for our Youth Advisory Group steering committee and were able to recruit more young men to this role, who had previously been under-represented.

Teaching the teachers

It is increasingly difficult for teachers to find time for training so in 2012 we focused on creating a network of teachers who can deliver training sessions in their own school and in others in their locality. The 10 teachers who participated will reach hundreds more. We also delivered sessions for 80 teacher training students, as well as 133 practising teachers. Ninety-five per cent of participants rated the training as useful or very useful.

Active learning

Through the Active Learning Programme we designed and delivered workshops and training events to support the key areas of our work in 2012. This included training sessions for two Egyptian women human rights defenders (see page 20) and communications training for UK-based Syrian activists.

For Amnesty activists in the UK, we designed workshops on the Arms Trade Treaty and on human rights in the UK (see page 29).

The programme supported 58 volunteer trainers who delivered the workshops to local Amnesty groups around the UK. Our campaign on forced evictions attracted some criticism from the public, including some Amnesty supporters. We designed a new workshop, 'Adequate housing – a right not a privilege', to explore these attitudes and explain what the right to adequate housing means.

To support our campaign for women to be included in the peace process in Afghanistan, we developed a workshop to help local group activists lobby on the issue. This helped them secure positive responses from more than 130 MPs, and 81 MPs attended an event in Parliament to express their support for Afghan women's rights. As a result more Afghan women attended the peace conferences, and the UK government raised the issue of women's rights in its statements on Afghanistan.

To follow up the Big Amnesty Debate of 2011, which used Amnesty's 50th anniversary year as an occasion to discuss the challenges of human rights work, we prepared a DVD to encourage discussion and debate of current issues among local and student activists.

2,380 students had lessons linked to the Young Human Rights Reporter of the Year competition in their schools

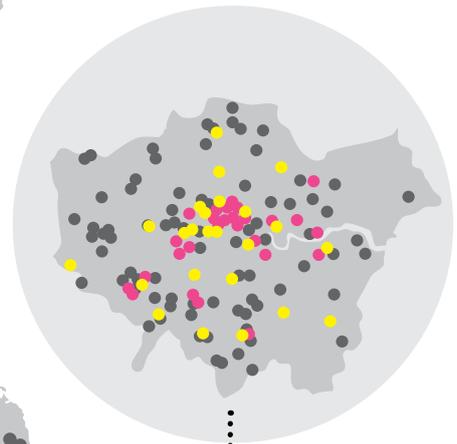
Lyn Brown, MP for West Ham, expresses support for Amnesty's campaign for Afghan women's rights after lobbying by Amnesty activists



ACTIVISM

UK map showing
Amnesty activist
groups

- Local groups
- Student groups
- Youth groups



Greater
London region

245

Local groups brought Amnesty's concerns and campaigns to their local media, politicians and public, and raised funds for the organisation

112

Student groups took part in our campaigns and raised funds

483

Youth groups (most based in schools) took action and raised funds

Amnesty International was founded as a movement of ordinary people, and activists are the backbone of our organisation. Thousands of people all over the UK contribute to Amnesty's work either individually or through our groups and networks. They are the face of Amnesty in their local communities whether they are campaigning, fundraising or raising awareness about human rights.

Mobilising public support

The creative and energetic activities of Amnesty's individual activists, local, student and youth groups, and networks, bring our campaigns to life. By raising issues in innovative ways they engage and educate a wider public about human rights issues. In 2012 student groups got behind the death penalty campaign with anti-stoning events across a number of campuses and petitions against executions in the USA and Belarus. The Children's Network supported our campaigns against forced evictions and the segregation of Roma children in the Czech Republic. Widening support in this way sends the message to decision makers that a great many people care about these issues and cannot be ignored.

Individuals and groups also take action to show solidarity with the people whose rights are denied, giving them hope and reassurance that there are people who know and care about what is happening to them. This is the theme for our annual Write for Rights campaign which this year saw thousands of cards, texts and petitions sent to support 15 specific cases.

One of these was the murdered South African LGBTI activist Noxolo Nogwaza who was also the focus of action by our LGBTI Network at this year's Pride events across the country.

Lobbying

Our activists also bring their campaigning zeal to bear on the people who have the power to get things changed: MPs and ministers in the UK, as well as overseas presidents, police chiefs and prison governors. In 2012 our lobbying reminded MPs that the electorate do take an interest in human rights issues and want to see government action. They were able to influence the UK government's support for the inclusion of Afghan women in their country's peace process and to help ensure that the UK showed leadership in UN negotiations for a strong Arms Trade Treaty (page 21). Targeting officials outside the UK shows them that people around the world are watching what they are doing. This can prevent abuse escalating and can sometimes stop it altogether. This year members of our Urgent Action network helped prevent executions and got prisoners released (page 16), and in Burma after years of campaigning by thousands of activists, hundreds of political prisoners have been freed (page 14).

Our trade union network's partnership with Amnesty International Turkey led to a meeting with Turkey's Labour Minister and a widely reported press conference to advocate for imprisoned labour rights. This work has helped Amnesty Turkey to treble its activist base.

Amnesty activists call for an Arms Trade Treaty at the 2012 AGM
© Al/Imran Uppal



Activism continued

Raising funds for human rights work

From the very beginning members and supporters have provided most of Amnesty's funding and continue to do so. This is vital for our campaigning in the UK but also increasingly to support the growth of the international movement.

All our local, youth and student groups put a lot of effort into thinking up new ways to generate more income and this year was no exception. Quiz nights, film shows, music evenings and comedy events all made a contribution. The youth and student Raise-Off competitions continued to inspire students and young people who raised £64,000. Many local groups and individual members were involved in the success of the innovative Choirs for Amnesty project, which raised £7,500 from performances by local choirs of a song cycle written specially for Amnesty's 50th anniversary.

Raising money for Amnesty International has been a really rewarding experience for all of us and we hope to continue it in the coming year, raising the profile of Amnesty International as we do so, through more events and assemblies.
Tonbridge Grammar School pupil Fritha Turner

Activism in numbers

131
Trade union affiliates (branch and national)

12,469
Individuals support Amnesty's campaigns and stand up for workers' rights through our **Trade Union Network**

11,741
People defend women's rights through our **Women's Action Network**

10,433
People stand up for children's rights through our **Children's Rights Network**

4,116
People stand up for lesbian, gay, bisexual, transgender and intersex (LGBTI) rights through our **LGBTI network**

42
Volunteer country coordinators support networks and local groups on country campaigns and casework

14
Regional representatives help coordinate local Amnesty work

6
Student Action Network committee members

20
Youth Advisory Group members provide advice on projects and campaigns from a youth perspective

58
Volunteer trainers run workshops for local groups and at regional conferences

85
campaign actions on AIUK websites
341,286
campaign actions taken

Most popular online actions



23,674
Ask **Russia** to use its influence to stop the bloodshed in **Syria**

20,045
Stop the execution of **Reggie Clemons**

17,556
End detentions at **Guantánamo Bay**

16,821
Gambia: End executions

16,395
Uganda: Stop the Anti-Homosexuality Bill

Most popular SMS actions



13,658
Russia: Free Pussy Riot

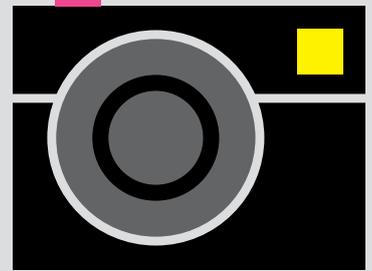
3,855
Uganda: Stop the Anti-Homosexuality Bill

3,795
China: Protect Ni Yulan

3,366
Gambia: Halt executions

3,139
Bahrain: Teachers jailed

ACTIVIST SNAPSHOT



Making Amnesty visible

Our activists are key to keeping Amnesty in the public eye, particularly at a local level. By building support around particular human rights issues, they help our organisation to grow both in the UK and globally. Through their presence on the streets of our towns and cities, on university campuses and in schools, at music and literature festivals, in the pages of the local press, people begin to understand human rights, and learn that they too can take action to promote and defend them.

A small selection of the wide range of activities our student, local and youth groups got involved with in 2012 to fundraise, raise awareness and campaign.



Leeds University campaign against the death penalty



Stanraer Academy's Rock for Rights gig

I'm proud to have helped form a new group. If we can help release one prisoner of conscience or alleviate the condition of one torture victim, we will have helped make the world a better place.

Andy Male, Bournville Group



West Fife group raising awareness at the T in the Park Festival



Jersey group's 17th Freedom Cycle Ride raised over £4,200



York group's fundraising Latin Dance Night



Cirencester group show solidarity with Saudi Arabian women drivers

The core group is small, but we have a growing network of helpers. We run regular events, raise funds, and send hundreds of cards and letters. There's a great sense of pride and achievement.

Sophie Morgan, Carmarthen Group, Wales



Salisbury group hold a stall to raise awareness and funds



Mid-Warwickshire group hand over an ATT petition to local MP Chris White

I attended a comedy night organised by a local group. I was so impressed by the range of people who came. Now I help put on similar events. We're getting the message about human rights to people Amnesty wouldn't normally reach.

Jess Wade, Edinburgh St Marks Group, Scotland



Henley College petition for the closure of Guantánamo Bay



Bristol group's stall at Bristol Pride



Weald of Kent School's AmnesTea



Mid Down group's Big Sing fundraising performance

OUR ORGAN

Amnesty International is a global movement of ordinary people working together for humanity and human rights. Founded in the UK over half a century ago, we are at our most powerful when we stand together for human rights.



ISATATION

We are a democratic membership organisation with over three million members and supporters in 150 countries. Members play a key role in our campaigns, provide the major part of our income and take the leading role in the running of the organisation. Our structure, constitution and systems of governance (page 44) are designed to ensure collaborative and participatory decision-making.

Amnesty International UK has an office in London with smaller offices in Belfast and Edinburgh, all staffed by paid employees and volunteers.

Major shifts in the human rights landscape and the global balance of power are changing the world in which Amnesty International operates. Economic and political might is no longer concentrated in Europe, North America and Japan: countries in the global south, including China, Brazil, India, Mexico, Turkey, South Africa, Indonesia and Nigeria, are emerging as important global and regional powers with increasing influence.

As a global movement, we must adapt to these changes to stay effective and to ensure our voice remains relevant globally.

Although there are Amnesty members in more than 150 countries, only 15 per cent of our members are based in the global south and our global infrastructure is concentrated in the north. We need to be better placed to shape public debate, get a strong hearing in the media, and influence the domestic and foreign policies of the emerging powers, many of which have poor human rights records.

Above: National AGM and Conference 2012, Manchester
© Sean Comiskey

STRUCTURE AND GOVERNANCE

Amnesty International UK is one of the largest of 52 autonomous country sections of the global Amnesty movement. Our combined strength lies in the unity which comes from a shared vision, mission and values and from abiding by the statute of Amnesty International. We work with the rest of the global movement in a concerted and coordinated manner.

The global movement

Amnesty International is committed to deepening our work in the global south to help fulfil the vision of an Amnesty International that is bigger and more influential in global terms.

This global process of Moving Closer to the Ground is already underway. The direction was set at the 2009 International Council Meeting (ICM) – the movement’s highest decision-making body – and reaffirmed at the 2011 ICM.

The International Council Meeting (every two years) elects the International Executive Committee (IEC), to continue its work between meetings, setting movement-wide policy and defining the global governance rules for all Amnesty organisations. Authority for conducting the daily affairs of the global movement is delegated to the International Secretariat. Amnesty International UK, like other national sections, can influence the development of policy by participating in International Council meetings and in IEC deliberations. For more on the structures and governance of the international movement, see the Amnesty International 2012 Report to INGO Accountability Charter (AI Index IOR 80/001/2012 at www.amnesty.org).

Our contribution to the international movement

Amnesty International UK plays a full part in supporting the global movement, both financially and in other ways. We participate in global Amnesty management and coordination bodies, taking forward global Amnesty campaigns and contributing skills and knowledge to a range of global projects.

Amnesty International UK was one of the largest sections in terms of its financial support to the international movement in 2012. We contributed £7.84 million and the amount will rise in future years. This follows an International Council Meeting decision to increase the proportion of the movement’s resources going to the international budget from 30 to 40 per cent to fund the planned growth in the global south. For Amnesty International UK, this means that by 2017 we expect our contribution to rise to more than £9 million.

Our legal structures

Amnesty International UK comprises two separate legal entities, the UK Section and the Charitable Trust, which are autonomous but work to a common vision.

The UK Section is owned and controlled by its members and undertakes our human rights campaigning. This is because some campaigns, for example campaigning to achieve legislative change abroad, may not be considered ‘charitable activity’ under UK charity law. The UK Section also undertakes fundraising and trading activities.

The Amnesty International Charitable Trust is a registered charity. This body funds global activity concerned with human rights research, monitoring and education and promoting public support for human rights.

In addition, Amnesty International UK has a subsidiary events company, Amnesty Freestyle Limited, the operations of which are included in the consolidated Financial Statements (see page 56).

£7.84m

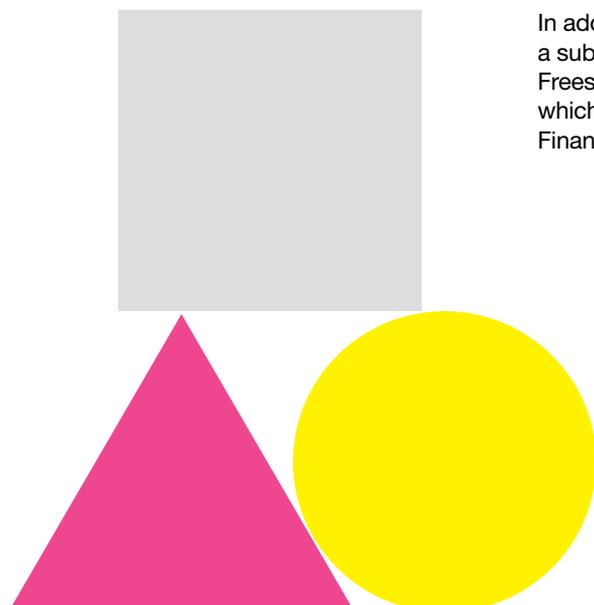
UK Section contribution to the international movement

£9m

expected annual contribution to the international movement by 2017

Board of Trustees as at 31 December 2012

- David Norgrove (Chair)
- Angela Crack
- Stuart Hathaway
- Ciarnan Helferty (Section Chair)
- Brian Landers
- Harrison Littler
- Sarah O’Grady
- Grainne Walsh



Board of Directors

The Board of Directors is responsible for the overall performance of Amnesty International UK Section and for providing strategic direction, effective governance and leadership on behalf of our members.

The Board is accountable to the Amnesty International UK membership through the Annual General Meeting (AGM), the primary decision-making forum for Amnesty International UK.

The Board maintains policies, including a code of conduct, conflicts of interest and treasury policy.

Special Board sub-committees (composed of Board members, non-Board members and specialist staff) provide updates, advice and guidance on aspects of Amnesty International UK's performance. A formal finance report is made at each meeting. These sub-committees are:

- Active Membership
- Finance (which also acts as our Audit Committee)
- International Issues
- Joint Consultative Committee
- Human Resources

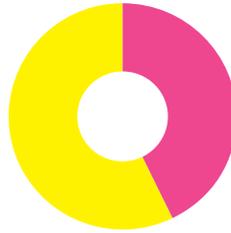
For more about the sub-committees, see www.amnesty.org.uk/subcommittees

All Board members are non-executives. Under the Amnesty International UK constitution no staff members or office-based volunteers may serve on the Board.

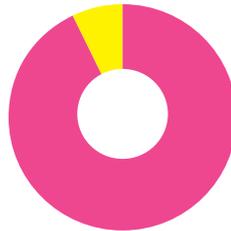
The Board periodically carries out a skills audit and may decide to supplement its skills and expertise by co-opting up to three additional members.

Diversity

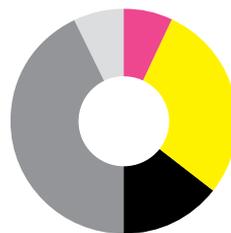
The profile of the Board is:



● Female 6
● Male 8



● White 13
● Mixed 1



● Aged under 25 1
● Aged 25-44 4
● Aged 45-54 2
● Aged 55+ 6
● Not disclosed 1

For more about the Board and the AGM, see www.amnesty.org.uk/board

Stakeholders

Amnesty International UK has a wide range of stakeholders including: people whose rights we seek to protect; members; supporters; activists; campaign and coalition partners; suppliers; staff; volunteers; the media; government and regulatory bodies; the UK general public.

We work to engage rights-holders in each campaign area. We are a membership organisation, so ultimately it is our members who make the difference. We encourage members and supporters to take an active role in the work of Amnesty International both in the UK and worldwide.

At the end of 2012 Amnesty International UK had

218,000
financial supporters

Amnesty International UK board members as at 31 December 2012



Ciaran Helferty (Chair)



Tom Hedley (vice Chair)



Brian Landers (Treasurer)



Rona Keen



Peter James Murray



Sarah O'Grady



Sharmila Kar



Collette Anne Crill



Katie McSherry (nee Boothby)



Harrison Littler



Hannah Perry



Brian Gilda



Cris Burson-Thomas



Hugh Whitby

PEOPLE AND POLICIES

Our staff

Amnesty International UK has 189 paid staff (161.1 full-time equivalent) based in three offices in London, Belfast, and Edinburgh and in four of our six bookshops. We believe that engaging and developing these people is crucial to our success.

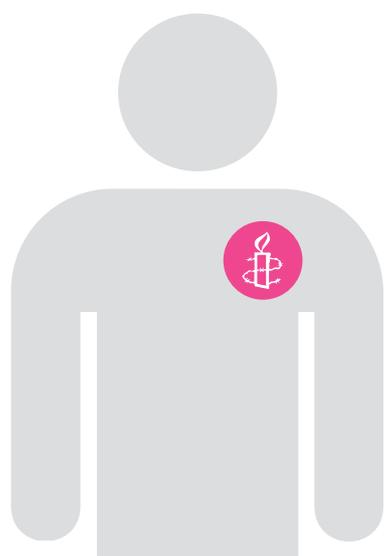
We started 2012 with objectives in six key areas:

- Human resources service delivery
- Learning and development
- Equality and diversity
- Well-being
- Partnership
- Organisational development

However, at the end of May our focus shifted to the staffing implications of the Costs and Priorities Programme (CAPP) (page 48).

189

AIUK paid staff based in three offices in London, Belfast and Edinburgh and in four of our six bookshops



Human resources service delivery

In 2012 the number of full-time equivalent staff fell by 21 (11.8 per cent), largely due to not filling vacant posts because of the CAPP.

Staff turnover increased to 25.1 per cent (from 11.3 per cent in 2011). This includes fixed-term contracts coming to an end (increased from 5.1 per cent to 8.1 per cent) as well as unplanned turnover (from 6.2 to 17 per cent). While this is in line with an increase in charity sector turnover overall, it has clearly been affected by the increasing use of fixed term contracts and increased turnover due to the CAPP. The average length of service is high at six years and seven months – the UK average is three years and seven months, while the average for the third sector is three years and 11 months.

Learning and development

In 2012 we spent an average of £334 per employee on learning and development activities compared to £543 in 2011. The UK average was £276, and the not for profit sector figure was £298¹. Our investment in staff development therefore still compares favourably to the sector and the employment market overall. The average number of hours per employee for learning and development was 6.7. The national median is 2.4. A total of 148 hours was spent on human rights related training.

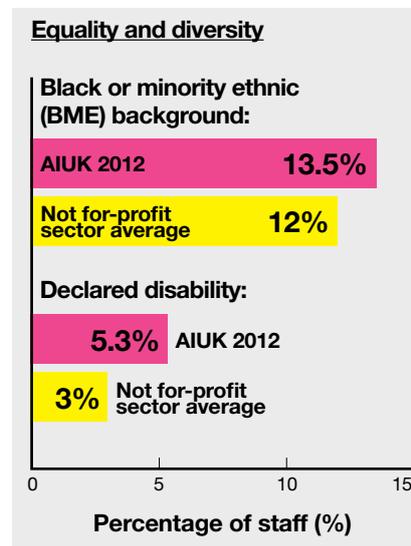
Equality and diversity

Amnesty International UK continues to value diversity in our staff, volunteers and Board and strives to be a fair employer.

At 31 December 2012, 13.5 per cent of staff were from a black or minority ethnic (BME) background. This compares with 12 per cent for the UK charity sector². However, we still want to increase the proportion of our BME staff to better reflect the population of Greater London and the South East.

The number of staff who declare a disability has increased slightly again to 5.3 per cent (5 per cent in 2011), which is higher than the sector average of three per cent³. Six per cent of staff appointed during the last year declared a disability, which is most likely due to AIUK's adoption of the Two Ticks scheme. This guarantees an interview to all disabled applicants who match essential criteria for a post.

For development and implementation of our gender and diversity mainstreaming policies, see page 49.



Wellbeing

Reported sickness absence was a total of 421 working days, an average of 2.2 days per employee. However, we believe this may be under-reported. The UK average is 6.8 days a year ⁴.

Reported sickness absence due to stress, depression or other psychiatric illness was up slightly with 19.9 per cent of working days lost for this reason compared to 18.3 per cent in 2011. This continues to be one of the main reasons for reported absence. During the stressful period caused by the CAPP, we improved the support available to staff, including 'Managing Pressure Positively' workshops and a talk by the Employment Assistance Programme provider.

Organisational development

In 2012 we published our first email, internet and IT policy and an open information policy. We also revised our maternity, adoption and co-carer policies, and updated our redundancy and job security agreement. All these were subject to consultation with the union.

1 CIPD
2 People Count Third Sector 2012
3 People Count Third Sector 2012
4 CIPD, 2012

Amnesty International UK is a fantastic and supportive place to work.
Feedback from Amnesty employee in exit interview

The inability to progress work in a nimble way has led to some frustrations.
Feedback from Amnesty employee in exit interview

150,000 hours
of time given by volunteers in 2012

Partnership

We have a long history of working in partnership with trade unions, both internally and in our campaigning work. Although not all staff are union members, all staff are covered by terms and conditions negotiated through a collective bargaining agreement with the Unite trade union and any significant operational changes are implemented in consultation with union representatives.

In 2012 this partnership was tested by the CAPP, which saw our first industrial action in 20 years. We continue to talk with our shop stewards about ways to avoid or mitigate redundancies.

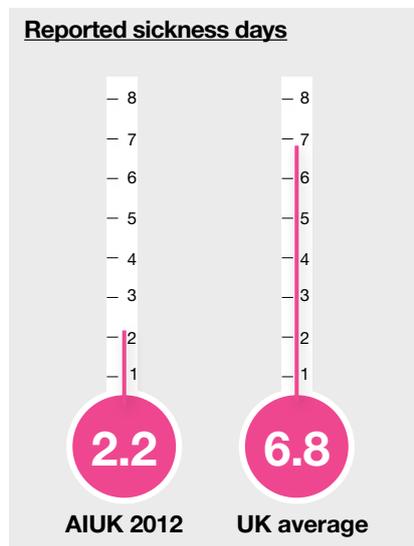
Our volunteers

Volunteers are hugely important to Amnesty, from working in our bookshops to supporting staff with projects and administration in our offices. At the end of 2012 we had 84 office volunteers (down from 93 in 2011) and approximately 250 bookshop volunteers. We estimate that these volunteers gave over 150,000 hours of their time which, at the London living wage of £8.55 per hour, is equivalent to over £1.3m.

Youth Advisory Group

We carried out targeted recruitment for our Youth Advisory Group steering committee and were able to recruit more young men to this role, who had previously been under-represented.

Staff at the National Conference and AGM 2012



The Costs and Priorities Programme (CAPP)

In 2009 the Amnesty movement decided at the International Council Meeting to increase the allocation of income to the global budget from sections such as Amnesty International UK from 30 per cent to 40 per cent.

For Amnesty International UK this presents a financial challenge that we must meet, not only to fulfil the decisions of our highest democratic, decision-making body, but also to help fulfil the vision of an Amnesty International that is bigger and more influential globally. By helping to increase the global budget, we will contribute to making Amnesty a much more visible and powerful presence on the ground in the global south. This will enable us to stand alongside activists and human rights defenders where most human rights violations occur, and to strengthen our advocacy with increasingly influential governments such as those of India and Brazil.

In the first half of 2012, the Board reviewed Amnesty International UK's financial outlook to assess progress and projections against challenging

income targets in the medium term. As a result, we took the difficult decision to institute a programme of substantial cost reductions.

We were required to cut our running costs by £2.5m a year, with half of this amount to be secured by the start of 2013. Our guiding principles in identifying savings were to minimise compulsory redundancies and to maintain a strong campaigning and activist base. We identified non-staff savings of £1.23 million, including an agreement with the trade union on a cost-of-living pay freeze for 2013. We had to find the remaining savings in the staffing budget. We developed a restructure proposal in order to do this and maintain our campaigning effectiveness.

When the revised staff structure was published for consultation in October 2012, we received more than 300,000 words of feedback from staff, activists, members and other stakeholders and as a result were able to improve the original proposed structure and reduce the number of posts to be

made redundant from 23 to 17 (full-time equivalent). We will make every possible effort to accommodate these through voluntary redundancies.

However, the process was suspended at the end of 2012 to allow for an Emergency General Meeting called by 100 of our members, to discuss financing of the international movement, changes to staff structure and governance of organisational change.

We are concerned about the strain this process has put on our staff. It has taken much longer than we expected or wished for. We have experienced an industrial dispute and strike action as a result of the proposals. But we will need to make changes to staff structure at Amnesty International UK so that the global Amnesty movement can grow. As the Chair of The Board says in the Foreword to this report, we intend to reorganise our staffing structure so that Amnesty International UK will remain an effective campaigning and activist organisation and will remain the largest section within the Amnesty movement.

Unite at Amnesty's view

Statement from Unite the union at Amnesty International UK

Over 140 staff at Amnesty International UK are members of Unite the union. Every member has the chance to influence and vote on all union decisions. As can be expected in a workplace of activists, everyone has an opinion, shared at regular meetings. One of our early decisions of 2012 was to vote for a pay freeze to save jobs.

Industrial relations at Amnesty International UK were not up to their usual high standards in 2012. Industrial action (three one-day strikes) took place for the first time in over 20 years in response to management proposals for mass redundancies as part of a wider cost-cutting programme. Union members passed votes of no-confidence in senior management and the Amnesty Board and called for the Director to resign. They also commissioned an independent

report and compiled extensive and well-considered feedback on management's proposals.

Management rationale for the cuts was the need to increase annual payments to Amnesty's International Secretariat to support the opening of new offices in the global south. The union has been told repeatedly that Amnesty International UK is not in financial crisis and that its income is rising.

Staff unrest centred on management's failure to enter into meaningful negotiation over the planned redundancies. Despite the union's offer of a pay freeze and assistance from staff throughout the organisation in identifying ways to save money, management refused to discuss Amnesty International UK's payments to the International Secretariat. The union proposed adjustments to the rate of increase in these payments,

and requested reconsideration of their pace and timing. These requests fell on deaf ears.

As a union, our role is to safeguard the jobs and employment conditions of our members – we are proud to do so. We recognise that there are times when an organisation may need to make redundancies, after meaningful negotiations with staff and when all other alternatives have been exhausted. This is part of our redundancy policy. But in the current dispute, this is not happening.

In defending jobs we also defend the work, future and reputation of Amnesty. What started as a cost-cutting exercise developed into a restructure of the organisation and its work which would leave Amnesty International UK much weaker as a campaigning organisation.

Our policies and practices

Our policies are designed to maintain our effectiveness and efficiency while being mindful of the social and economic impact of our activity.

Gender and diversity mainstreaming

In 2012 we have been able to progress a number of equality and diversity issues.

- We have developed a new equality and diversity policy to bring us into line with the Equality Act 2010. It sets out our commitment and legal duties to promote equality across all our work, covering our roles as both an employer and service provider.
- We have made sure that all new job descriptions include the requirement for staff to think about accessibility and inclusion in their work. Gender issues are now included in our induction and other mandatory training.
- We have recruited and inducted 12 members of staff to champion gender and diversity, helping colleagues to think about new ways of promoting equality in their day-to-day work.
- We have trained staff to assess our major policies and projects to identify and reduce risks to equality.
- We have revised our procurement policy to include gender and diversity considerations.
- We have set up a gender Action Learning Set which is a peer learning group for the Gender and Diversity Champions to build their confidence and competence and help us tackle the organisational cultural barriers to progress. We have also delivered a Leadership Development Programme on gender, culture and unconscious bias.
- We are making Amnesty International UK more accessible to our disabled supporters by providing services in new alternative formats.

Across the office, almost every team has done something to build gender equality into all aspects of our work. However, progress has been slow because of the Costs and Priorities Programme (page 48).

We worked with colleagues across the Amnesty movement to develop a new gendered approach to individuals at

risk cases which will help researchers to consider gender and diversity issues throughout their work. This was piloted by the International Secretariat's China team. We also developed a training programme for International Secretariat staff to build this approach into their work.

Delegates to this year's student conference were asked to complete a diversity monitoring form so we could get an idea of who attends and identify any gaps. We provided support for a number of disabled delegates and produced a guide of accessible routes to the building. One of the disabled delegates also stood for the Student Action Network committee.

Feedback

Amnesty International UK values the views of its stakeholders and has operated a policy of inviting and recording feedback since 2009. Feedback is reviewed and assessed by a Feedback Oversight Panel (comprising a member of the Board, the director, the director of marketing, director of corporate services, and manager of transparency and accountability). The panel identifies and recommends actions to the senior management team where appropriate.

In 2012 Amnesty International UK received 2,142 recorded pieces of feedback – an increase of 37 per cent on the number received in 2011.

Positive comments

We received 238 favourable comments about our work, predominantly about:

- our campaigns, especially on the Arms Trade Treaty (page 21), Write for Rights (page 16) and against the death sentence on Reggie Clemons in the USA
- the content of our materials, mainly our education resources
- our street fundraisers and telemarketing staff.

Negative comments

We received 841 items of negative feedback, predominantly about:

- our campaigns, largely for our stance on Syria (page 19) but also for our support for sexual and reproductive rights, our opposition to the removal of Abu Qatada

to a state that practices torture, and support for Pussy Riot

- the content of some of our materials, particularly our cash appeal on stoning in Iran
- the increase in the price of raffle tickets
- difficulties and errors using our website
- our handling of financial and other administrative transactions, including direct debit arrangements and the lottery
- communication methods, including door-to-door fundraising, telemarketing and sending too many mailings.

Complaints

Amnesty International UK also receives and records complaints. Complaints are different from feedback (which is the expression of satisfaction or dissatisfaction) in that they involve a more formal claim that Amnesty International UK has failed to meet an organisational commitment.

In 2012 we received 804 complaints, predominantly about:

- our campaigns, including our position on Abu Qatada (see above) and the widening of Amnesty's remit
- payments to the former Secretary General of Amnesty International when she left the organisation in 2009
- communication methods, particularly telemarketing, door-to-door and street fundraising
- events, overwhelmingly about the content of the Secret Policeman's Ball and the fact that it was held in New York.

Learning from feedback

As well as responding to comments, suggestions and complaints, Amnesty International UK is committed to learning from them. The Feedback Oversight Panel analyses feedback patterns, and where appropriate recommends changes in how we operate.

Our policies and practices



Open information policy

As a signatory to the INGO Accountability Charter, Amnesty International UK is committed to being transparent about our structures, mission, policies and activities. Our open information policy is evidence of this commitment. The new policy was approved at the end of May and is now available on our website at www.amnesty.org.uk/information

Our intention is to put more information into the public domain as a matter of course and make information about our work available unless there is a good reason not to. Anyone can request any information and the policy sets out what information we will make available and what we will not, and the principles behind that. It explains how we decide what information to share, and how people can obtain information. If there are good reasons not to disclose information, we will consider a partial disclosure.

We will record all information requests and monitor how they are handled to ensure consistency with our policy and principles.

Development of AIUK planning

AIUK planning continues to develop in conjunction with the progress of the global movement. As such, AIUK reaffirmed its commitment to increasing the contribution of income to the global south and east, through the Moving Closer to the Ground programme. Our planning therefore is focused at the close of 2012 on playing a full part in the international movement whilst ensuring AIUK's own capacity and sustainability. This aim is exemplified by the International Secretariat's improving financial reporting on an increasingly consolidated global basis. AIUK's own adoption of the standard chart of accounts and amendment of our financial year end have been key parts of this ongoing development.

Environmental impact

Because of unusually cold weather our gas consumption increased significantly in 2012. Our electricity consumption also increased slightly. However, our water use dropped from 1794m³ to 1636m³. We also reduced our waste from 36.3 tonnes to 32.1 tonnes although the proportion we recycled dropped slightly, from 59 per cent of waste to 58 per cent. Unfortunately, due to re-prioritisation we were unable to collect data on the environmental impact of our staff commuting or business travel.

Review of legal structure (charity project)

This planned review did not take place in 2012. However, the International Secretariat of Amnesty is currently preparing global core governance standards for all Amnesty International Sections, and the review will take place after that.

Supporter 'One Stop Shop'

We have created a One Stop Shop to centralise some of our fulfilment processing, ie dealing with enquiries from members, supporters and the general public. This is bringing efficiencies and consistency to the way Amnesty handles correspondence in a high quality, timely fashion. The need to find savings for the Costs and Priorities Programme meant that the One Stop Shop could not be extended throughout the organisation as planned, but we continue to look for ways to improve our handling of correspondence.

Energy consumption



Gas
85.9 tonnes of CO2 equivalent emissions in 2012
40.6 tonnes of CO2 equivalent emissions in 2011

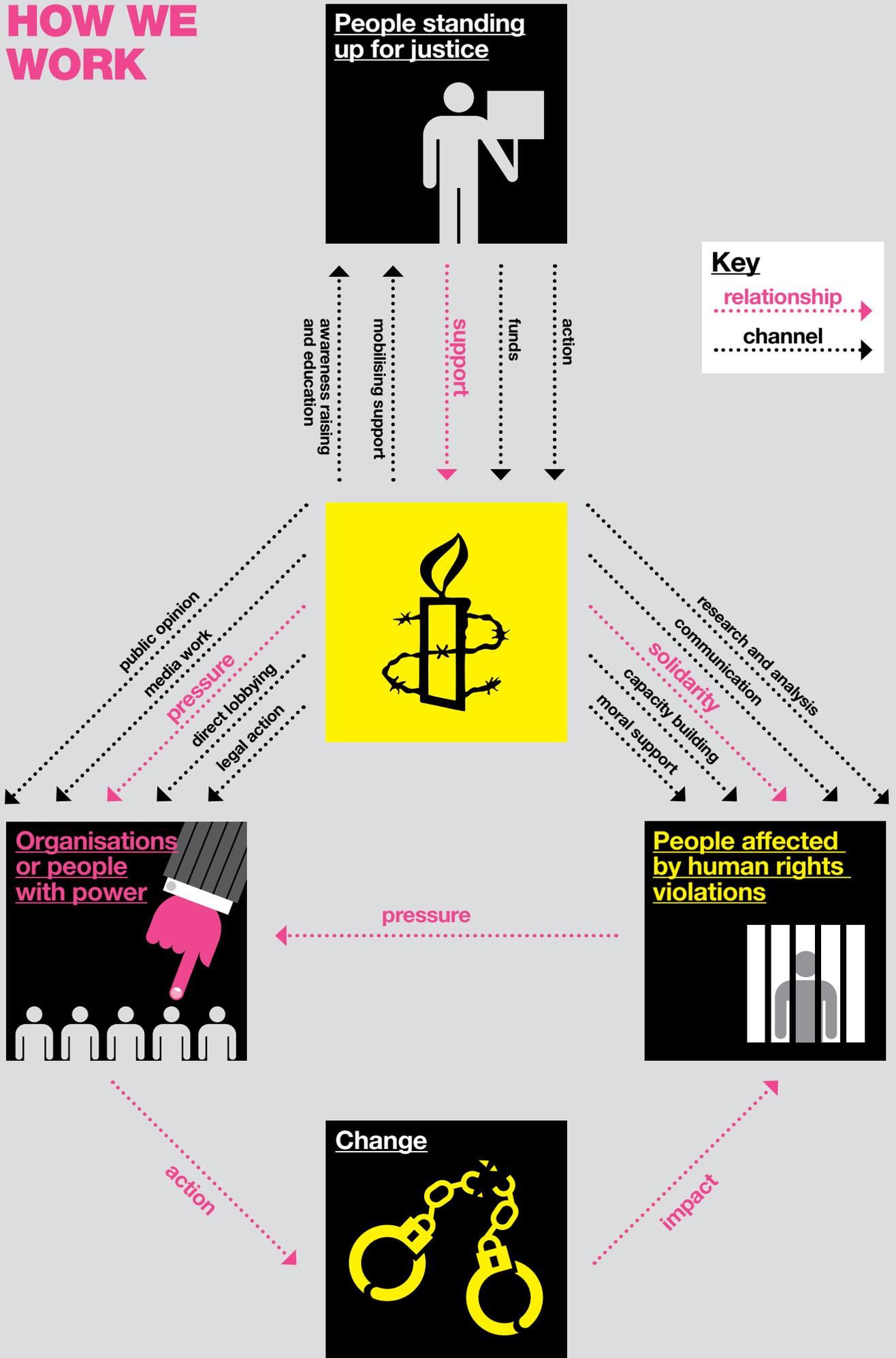


Electricity
269 tonnes of CO2 equivalent emissions in 2012
238 tonnes of CO2 equivalent emissions in 2011



Water
1636m³ in 2012
1794m³ in 2011

HOW WE WORK



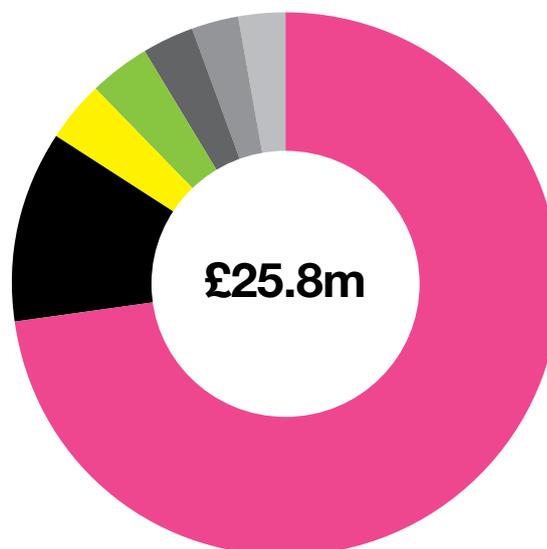
FINANCE

Where our money comes from – and where it goes

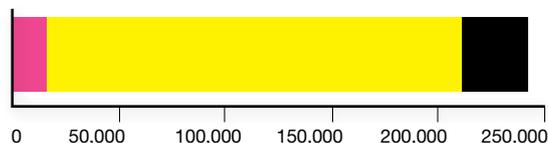
In the year to December 2012 AIUK spent £25.8m in carrying out its work. None of the income raised to support the work and campaigns that are outlined in this report was received from government or political parties.

Most of our expenditure (two thirds) continues to be allocated to campaigning and research that sustains our campaigning work.

Where our money comes from



The importance of retaining our supporter base



Supporter base movement this year

● New Supporters making a financial payment	15,300
● Supporters who will stay with us	195,300
● Supporters who will leave	31,000
Total	241,600

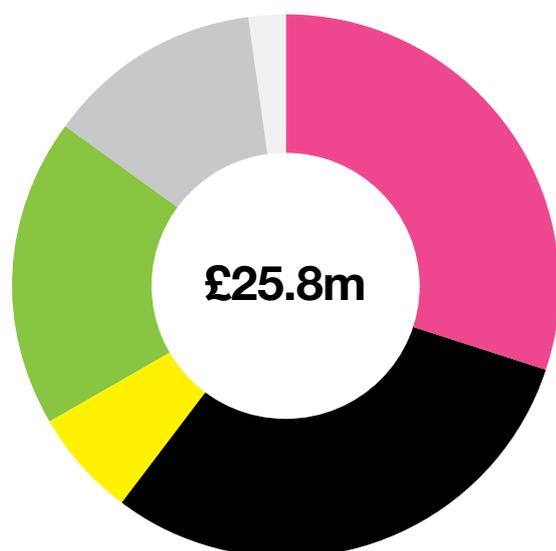
Our supporters not only provide AIUK with the vast majority of the financial resources utilised, but also, as this report shows, undertake campaigning and other actions which ensure that our work on human rights maintains a strong voice.

However, as the chart above shows, to maintain this relevance considerable investment is required to recruit new members to replace those who, for a variety of reasons, though predominantly personal financial pressures at present, leave AIUK.

	Actual 12 mths 2012 £m	%	Annual 12 mths 2011 £m	%
● Members and Supporters	18.9	73%	17.8	75%
● Legacies	2.9	11%	2.6	11%
● Appeals and raffles	1.0	4%	1.1	5%
● Secret Policeman's Ball	0.9	3%	-	0%
● Other	0.8	3%	0.8	3%
● Community fundraising	0.7	3%	0.8	3%
● Shops and catalogue	0.6	3%	0.6	3%
Total	25.8		23.7	

In 2012 income was skewed by the one off event of the Secret Policeman's Ball, held in New York. Excluding this, income was still 5 per cent up on the previous year, due largely to the ongoing generosity of our members, both in the ongoing subscriptions/donations and from the legacy gifts received.

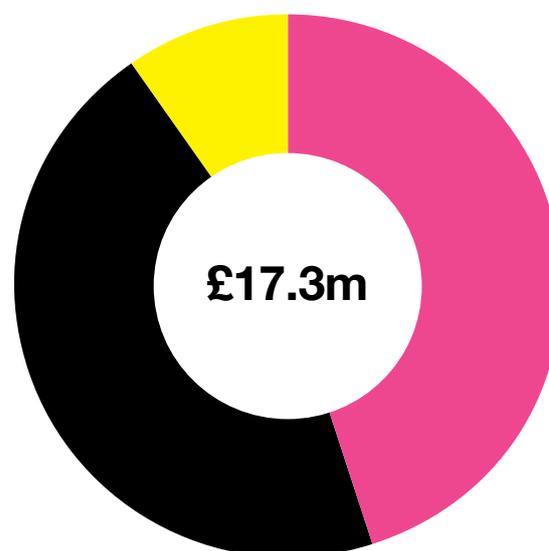
How we spent our money – the top line



	Actual 12 mths 2012		Annual 12 mths 2011	
	£m	%	£m	%
● Campaigning, raising awareness and educating	7.8	30%	8.5	32%
● Research	7.8	30%	7	26%
● Encouraging more people to become activists	1.7	7%	2.3	9%
● Recruiting, retaining and communicating with our supporters	4.7	18%	5.9	22%
● Raising additional funds	3.3	13%	2.2	9%
● Sustaining our systems of governance	0.5	2%	0.5	2%
Total	25.8		26.4	

Our spending for 2012 continues in line with the financial perspectives of AIUK's Strategic Directions (2011-2016). This includes the challenge to grow our income in order to support Amnesty's global objective to ensure more resources are deployed 'on the ground' where human rights violations are most prevalent.

Growth in human rights work



	Actual 12 mths 2012	Annual 12 mths 2011	Annual 12 mths 2010	Annual 12 mths 09/10
	£m	£m	£m	£m
● Human rights campaigning	7.8	8.6	8.2	7.9
● Research: human rights violations	7.8	7.0	6.8	6.8
● Investment in activist recruitment	1.7	2.2	1.6	1.8
Total	17.3	17.8	16.6	16.5

Our spending on campaigning and research continues to grow. However, in 2012 not all of the budgeted sum was used in supporter recruitment. This resulted from the lack of available opportunities to invest sums which met our internal minimum benchmark of such expenditure.

FINANCIAL COMMENTARY

What we planned for the year ended 31 December 2012

The main financial component of our strategic plans from 2011 to 2016 and beyond is to meet the challenge set by the International Council Meeting (ICM), Amnesty's highest global democratic decision making body. The ICM, of which Amnesty International UK is a part, decided that over a 10-year period to 2021 each of the larger Amnesty sections would increase the amount they give to the global movement from 30 per cent of their annual income to 40 per cent. These additional funds would support work in the global south and east, an aspiration set by the ICM in 1991. The plan is now underway, under the Moving Closer to the Ground programme.

The challenge for Amnesty International UK is to meet in full our international commitments and to maintain effective campaigning work in the UK, while in the middle of a global recession. The Board therefore set an income budget for 2012 of £24.7 million, in line with global plans to achieve 6 per cent growth. To help achieve this target it was agreed to invest in the following, while keeping 2012 expenditure at 2011 levels:

- £1.5m – supporter recruitment
- £0.8m – website development

As such a deficit budget of £1.5 million was agreed for 2012, which would take reserves close to minimum agreed levels. The strategic aim was that from 2013 balanced budgets would be imperative.

Performance during the year

It was recognised that income had been flat from 2008 to 2011 but at the point of agreeing the budget there was confidence that investing in recruiting new supporters and major donors and developing new marketing initiatives would help towards our growth targets.

At the end of April the Finance Sub Committee (FSC) reviewed the first quarter's accounts. While some areas were performing well, there were concerns about areas which it had been hoped would provide

future long-term growth. Our income forecasts at that time suggested annual income growth of 2.5 per cent. As a result budgets were rebased and future year projections were forecast on more conservative growth rates.

19,542 new supporters were recruited during 2012 (78 per cent of the target set for the period). Of these, 15,291 made their first payment before 31 December. The shortfall was due to a lack of recruiting options which could produce appropriate returns on investment, leading to an underspend. At the end of 2012 individual voting membership stood at 150,935, 3 per cent higher than at December 2011 (146,143).

Excluding the deferral of some web expenditure into future years, our forecasts between April and October suggested we would meet our planned deficit target of £1.5 million. However, our financial position improved during November and December thanks to unexpectedly high legacy income of £880,000. At the very end of the financial period we were also notified of a gift from an overseas trust of US\$1.1 million. We obviously cannot rely on these types of windfalls in planning for future years but for 2012 it has meant our financial position was close to break-even.

Looking at the year as a whole, legacy income has been strong and income from existing supporters has been better than anticipated. Some web expenditure was deferred; however we still expect to incur all of this expenditure over the next few years, so there will be no effect on the long-term level of our reserves. At the same time, income from our major donor programmes indicated that several of our marketing initiatives have not yet been successful. We invested a further £400,000 in putting on the Secret Policeman's Ball event in New York in March (we had invested a similar amount of preliminary expenses in the last quarter of 2011). We anticipate royalty income of at least £100,000 in 2013 and are working to secure further worldwide deals on sales of books and DVDs. We will continue to receive royalty income for many years.

Our contribution to the global movement in 2014 will be based on our 2012 income. As a result of our higher than expected 2012 income the 2014 contribution will therefore be significantly higher than previously expected, which should be borne in mind when assessing our reserves position.

Budget 2013 and beyond

During 2013 we will continue to work hard to meet our international commitments in full, maintain effective campaigning work in the UK and balance our annual budget. To achieve these goals in the current financial climate it has been recognised that we need to reduce core expenditure by £2.5 million per annum. Two thirds of the saving needed has already been found from predominantly non-staff costs, together with a pay freeze for 2013.

The budget for 2013 and forecasts for 2014 to 2017 assume that the remainder of the required savings will be delivered during 2013. This could entail a reduction in current staff levels to those prevalent in 2007/08. However, this would still make Amnesty International UK the largest Amnesty section, with a staffing level almost 50 per cent greater than that of 2002/03.

The better than anticipated end of year position in 2012 leaves us confident that we can continue to meet our strategic goals and remain financially stable assuming the following:

- additional savings agreed in 2013, delivered in 2014 to 2017
- income growth of 2 per cent a year (this has been adjusted from 6 per cent to a more realistic level as part of the continuous review of fundraising expenditure and return on investment)
- sustained investment in supporter recruitment
- controlled expenditure.

Reserves targets

As at 31 December 2012 the unrestricted free reserves (net current assets less the total of restricted funds, cash endowment funds and deferred grant payments) stood at £5.2 million.

Minimum free reserves levels have been calculated on the basis of the financial impact and probability of the significant risks identified in the risk assessment, and amount to £3.7 million. In relation to our current surplus reserves, we are mindful of organisational restructuring plans and the desire of the Amnesty movement to fund more human rights work in the global south and east. Given current expectations on both of these issues and assuming that the 2013 savings mentioned above are achieved, surplus reserves are anticipated to be fully utilised by 2015.

We plan to review our reserves policy, and the minimum level of reserves, with our auditors during the second half of 2013.

Risk management

The Board and Trustees are aware of the need to assess the risks faced by Amnesty International UK and to manage those risks appropriately. In 2012 we carried out a comprehensive risk identification, assessment and management analysis. A register of risks has been compiled, risks scored for likelihood and impact, and risk management strategies and timescales established. Individual senior managers have been nominated to take responsibility for each significant risk area.

Amnesty International UK concerns itself with human rights in an ever-changing environment and the Board and Trustees are very much aware that the risks facing the organisation are not constant. Consequently, the monitoring of risk will continue to be a high priority.

The Board and Trustees consider the following to be major risks and uncertainties:

i) Regulatory compliance

The ability of the Amnesty International (UK Section) Charitable Trust to raise money is greatly enhanced by its charitable status. This relates to the charity's ability to raise money in a tax efficient manner through gift aid, as an exempt beneficiary in relation to legacies, and from trusts and foundations who normally require grantees to have charitable status. Strategies to manage this risk include:

- formal and informal dialogue with the Charity Commission
- formal procedures for the review of grant applications
- use of specialist tax advisers
- review of fundraising programmes and materials
- training programmes for fundraising staff
- a programme of internal audit assessment.

ii) Legal claim relating to website or publications content

The Board and Trustees are aware that there is a considerable and continual flow of communication via our website and written publications. Strategies to manage this risk include:

- formal management structures, internal controls and training to mitigate the threat of legal action in relation to the content of our communications
- monitoring by senior managers of content of all major website changes and new publications
- legal advice in relation to web and publication content is taken where necessary
- ongoing discussions with insurers in relation to the extent risk can be mitigated by insurance policies.

iii) Political attack

This could include an attack driven by a particular political motive or media agenda. The Board and Trustees consider that an attack on any part of the global Amnesty movement could have major implications for the ability of the organisation to maintain existing supporters, recruit new supporters or raise funds from other external sources. It is recognised that this is a risk that is difficult to control and may arise as a reaction to a decision

taken by another Amnesty section or the worldwide movement. Although the Board and Trustees would have to react rapidly to any political attack, our strategy for dealing with this is based on long-term foundations:

- build and strengthen Amnesty as a democratic movement that also engages effectively with the general public in the UK
- be open and transparent
- be independent of but develop constructive relationships with a broad range of political parties
- develop relationships with and earn the respect of the media.

iv) Supporter retention

Regular membership subscriptions and donations from individual supporters, and the related gift aid, currently make up around 86 per cent of the organisation's total voluntary income. The Board and Trustees are aware of the need to continually recruit new supporters to replace those who cease to make donations. Strategies to manage the effects of this risk are:

- a policy of continual investment in new member and supporter recruitment to replace those who lapse
- high emphasis on generating income from as broad a range of sustainable sources as possible
- a very cautious approach to budgeting income
- support for current supporters and activists to ensure a high level of retention.

FINANCIAL STATEMENTS

Independent Auditors' statement to the Boards of Amnesty International United Kingdom

We have examined the summarised pro forma combined financial statements of the following entities for the year ended 31 December 2012:

- Amnesty International United Kingdom Section
- Amnesty International (United Kingdom Section) Charitable Trust
- Amnesty Freestyle Limited

This report is made solely to the Boards of Amnesty International United Kingdom. To the fullest extent permitted by law, we do accept or assume responsibility to anyone other than the Boards as a body, for this report.

Respective responsibilities of the Boards and auditors

The Boards are responsible for preparing the summarised combined annual report in accordance with the basis of accounting and accounting policies included in the full pro forma combined financial statements.

Our responsibility is to report to you our opinion on the consistency of the summarised pro forma combined financial statements within the summarised annual report with the full pro forma combined financial statements and Boards Report. We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised pro-forma combined financial statements.

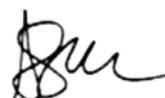
Our report has been prepared in accordance with the terms of our engagement letter and for no other purpose.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/3 'The auditors' statement on summary financial statement in the United Kingdom' issued by the Auditing Practices Board. Our report on the organisation's full pro forma combined financial statements describes the basis of our opinion on those financial statements and combined Boards Report.

Opinion

In our opinion the summarised pro forma combined financial statements are consistent with the full combined pro forma financial statements and combined Boards report of the entities as listed above for the year ended 31 December 2012.



**BDO LLP,
Chartered Accountants
Gatwick
United Kingdom
4 April 2013**

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127).

Combined statement of financial activities
for the year ended 31 December 2012

	Unrestricted Funds	Restricted Funds	Endowment Funds	Total Funds	Total Funds 9 mths
	Dec 2012 £000s	Dec 2012 £000s	Dec 2012 £000s	Dec 2012 £000s	Dec 2011 £000s
Incoming resources from generated funds					
Voluntary income					
Subscriptions and donations from members and supporters	17,154	101	231	17,486	16,454
Legacies	2,913	-	-	2,913	2,635
Gift Aid	1,396	-	-	1,396	1,366
Grants	-	190	-	190	189
Total voluntary income	21,463	291	231	21,985	20,644
Activities for generating funds	3,566	-	-	3,566	2,760
Income from pursuit of objectives	202	-	-	202	253
Investment and other income	37	-	-	37	38
Total incoming resources	25,268	291	231	25,790	23,695
Expenditure					
Cost of generating voluntary income	4,705	25	-	4,730	5,843
Activities for generating funds	3,328	-	-	3,328	2,266
Total cost of generating funds	8,033	25	-	8,058	8,109
Expenditure in pursuit of objectives					
Human rights campaigning	7,553	253	-	7,806	8,565
Research: human rights violations	7,637	180	-	7,817	6,984
Investment in activist recruitment	1,635	-	-	1,635	2,258
Total expenditure in pursuit of objectives	16,825	433	-	17,258	17,807
Governance costs	524	-	-	524	484
Total resources expended	25,382	458	-	25,840	26,400
Net (deficit)/surplus for the year before revaluation	(114)	(167)	231	(50)	(2,705)
Unrealised gain/(loss) on revaluation on investment asset	-	-	2	2	4
Net movement on funds	(114)	(167)	233	(48)	(2,701)
Total funds brought forward	13,296	346	224	13,866	16,567
Total funds carried forward	13,182	179	457	13,818	13,866

Combined balance sheet at 31 December 2012

	Dec 2012 £000s	Dec 2012 £000s	Dec 2011 £000s	Dec 2011 £000s
Fixed assets				
Tangible fixed assets	10,214		10,460	
Investments	<u>264</u>		<u>31</u>	
		10,478		10,491
Current assets				
Debtors	2,841		1,967	
Cash at bank and in hand	<u>4,318</u>		<u>4,557</u>	
	7,159		6,524	
Creditors: amounts falling due within one year	<u>(921)</u>		<u>(791)</u>	
Net current assets		6,238		5,733
Creditors: amounts falling due after more than one year		<u>(2,898)</u>		<u>(2,358)</u>
Total net assets		<u>13,818</u>		<u>13,866</u>
Reserves				
Restricted				
Endowment	457		224	
Grants	<u>179</u>		<u>346</u>	
		636		570
Unrestricted				
Undesignated	5,161		5,195	
Designated	<u>8,021</u>		<u>8,101</u>	
		13,182		13,296
Total reserves		<u>13,818</u>		<u>13,866</u>

These financial statements are now approved by the Board and authorised for issue on
23 March 2013



Brian Landers, Treasurer

Combined cash flow statement for the year ended 31 December 2012

	Dec 2012 £000s	Dec 2012 £000s	Dec 2011 £000s	Dec 2011 £000s
Net cash (outflow)/inflow from operating activities		(274)		(2,434)
Returns on investment and servicing of finance				
Interest received	37		38	
Interest paid	(116)		(138)	
Net cash outflow from return on investments and servicing of finance	<u> </u>	(79)	<u> </u>	(100)
Taxation				
Corporation tax paid		0		0
Capital expenditure and financial investment				
Gift of fixed asset investments	(231)		-	
Maturing fixed asset investments	-		193	
Payments to acquire tangible fixed assets	(195)		(112)	
Net cash (outflow)/inflow from capital expenditure and financial investment		(426)		81
Financing				
Increase/(decrease) in long term debt		540		(1,031)
Decrease in cash		<u>(239)</u>		<u>(3,484)</u>

MORE ABOUT THIS REPORT

INGO Accountability Charter

Amnesty International UK is a signatory of the International NGO Accountability Charter, which outlines a common commitment to enhance transparency and accountability among various non-governmental organisations. For more information on the charter see www.ingoaccountabilitycharter.org

Global Reporting Initiative (GRI)

Our report seeks to meet the terms of the INGO Accountability Charter, and to comply with the principles of the Global Reporting Initiative, and the G3 guidelines. We have used these guidelines as they provide a framework for reporting on social, environmental and governance matters, and help organisations to compare themselves with peers and track progression and improvement. This report has been assessed against the GRI application levels and assessed as meeting Application Level B.

The detailed GRI Content Index supporting our Report Application Level B is included as an Annex to our Online Annual report (see www.amnesty.org.uk/annualreport)

AIUK's policy is to apply the GRI indicators and protocols as specified. Other than the external assurance provided by our auditors in respect of the financial statements and the Application Level check conducted by GRI, AIUK has not sought additional external assurance in respect of the GRI framework.

The report's content and structure have been defined by an Editorial Board drawn from Amnesty International UK staff. For further information about this report please contact transparency@amnesty.org.uk

Cost of this Report

This report was written, designed and produced internally by staff and volunteers at Amnesty International UK Section and cost £4.64 to print based on a print run of 1,000 copies following a competitive tender.

The paper used for this report is 100 per cent post-consumer paper, certified EcoLogo, processed chlorine free, FSC recycled, and manufactured using biogas energy.

Statement GRI Application Level Check



GRI hereby states that **Amnesty International UK** has presented its report "Amnesty International UK - Annual Report 2012" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level B.

GRI Application Levels communicate the extent to which the content of the G3 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3 Guidelines. For methodology, see www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 21 May 2013

Nelmara Arbex, Deputy Chief Executive, Global Reporting Initiative

The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. www.globalreporting.org

Disclaimer: Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 14 May 2013. GRI explicitly excludes the statement being applied to any later changes to such material.



Really I am in debt to [Amnesty International] – each and every one... for my freedom.

Aziz Dweik, Speaker of the Palestinian Parliament, released by Israeli authorities

I am particularly grateful for Amnesty International's willingness to work closely with the UK delegation and the other Co-Authors [on the Arms Trade Treaty]. Your work made a crucial difference...

Alistair Burt, Minister for Counter Proliferation

I want to thank you and all other activists at Amnesty International UK for putting effort into making Afghan women's voices stronger.

Young Women for Change, Afghanistan

For Amnesty I am very grateful for all the efforts for my freedom and I want them to know that I was receiving hundreds of letters from Amnesty members all over the world and these letters help me to fight more and to continue my struggle... and my message to you: you helped me to reach this day... so thank you.

Maikel Nabil Sanad, released prisoner, Egypt

For half a century Amnesty International has championed the basic freedoms that allow the human intellect, spirit and soul to flourish. As much as they have accomplished, there is still much work to be done.

Zarganar, Burmese comedian and former prisoner of conscience

Contact us

Amnesty International UK

The Human Rights Action Centre
17-25 New Inn Yard
London EC2A 3EA
Tel +44 (0) 20 7033 1777
sct@amnesty.org.uk

Northern Ireland

397 Ormeau Road
Belfast BT7 3GP
Tel +44 (0) 28 9064 3000
nireland@amnesty.org.uk

Scotland

MWB Business Exchange Centre
9-10 St Andrew Square
Edinburgh EH2 2AF
Tel +44 (0) 844 800 9088
scotland@amnesty.org.uk

If you require this document in an
alternative format please contact:

Tel 020 7033 1777

Textphone 020 7033 1664

Email sct@amnesty.org.uk

